

# What is POPI?

The objective of the Protection of Personal Information Act (POPI) is to protect personal information **processed** by public and private bodies. This is an important part of a world-wide effort to combat criminal activity through identity theft.

To this end, POPI provides for the appointment of an Information Protection Regulator and establishes minimum requirements for the processing of personal information in South Africa.

POPI also protects the rights of persons regarding unsolicited electronic communications.

If you use personal information for reasons other than those for which it was given, you could be reported to the Regulator. Failure to prove to the Regulator that you complied with the Act could result in severe penalties including fines and/or jail sentences. Accordingly, it is imperative that we use Personal information strictly for the purpose for which a candidate gives us consent.

There are eight principles with which one must comply. These are contained in our official POPI Policy.

To view Affirmative Portfolios POPI Policy [click here](#).