

**15/04/2024**

**Re: Commitment to Compliance with the Protection of Personal Information Act (POPIA)**

We, at Bloudraad (Pty) Ltd, are committed to protecting the personal information of our customers, employees, and all individuals whose data we process. With the recent enactment of the Protection of Personal Information Act (POPIA), we reaffirm our dedication to upholding the principles and requirements outlined in this legislation.

POPIA establishes principles for the lawful processing of personal information, including accountability, processing limitation, purpose specification, and security safeguards. As a responsible data controller, we adhere to these principles in all aspects of our business operations.

**Our commitment to compliance with POPIA includes:**

1. **Lawful Processing:** We ensure that personal information is collected and processed lawfully and with the consent of the data subject, or in accordance with other lawful grounds specified in POPIA.
2. **Purpose Specification:** We collect personal information for specified, explicit, and legitimate purposes and do not process it in a manner incompatible with those purposes.
3. **Data Minimization:** We only collect personal information that is adequate, relevant, and not excessive for the purposes for which it is processed.
4. **Accuracy:** We take reasonable steps to ensure that personal information is accurate, complete, and up-to-date.
5. **Security Safeguards:** We implement appropriate technical and organizational measures to ensure the security and confidentiality of personal information and to protect it against unauthorized or unlawful processing, accidental loss, destruction, or damage.
6. **Data Subject Rights:** We respect the rights of data subjects, including the right to access, rectify, delete, or restrict the processing of their personal information.
7. **Accountability:** We take responsibility for ensuring compliance with POPIA and have designated individuals within our organization to oversee data protection and privacy matters.

We are committed to continuously reviewing and improving our data protection practices to ensure compliance with POPIA and to safeguard the privacy and security of personal information.

Should you have any questions or concerns regarding our data protection practices or our compliance with POPIA, please do not hesitate to contact us.

Thank you for your attention to this matter.

Sincerely,  
The Board of Directors  
Bloudraad (Pty) Ltd