

In performing POPI engagements, it is beneficial to view the engagement holistically, and avoid looking at POPI in isolation. Through a holistic POPI approach we suggest that it is very likely that a number of opportunities and benefits would be uncovered for your organisation.

## POPI PRESENTS OPPORTUNITIES / BENEFITS

The enactment of POPI will no doubt place significant demands on the resources of organisations, both in terms of time and cost. In KPMG's view a rational, stable and phased approach will reduce the pressures on organisational resources.

In order to avoid fines and legal proceedings, KPMG encourages compliance with the Act. We believe that over and above this, there are added opportunities or benefits that organisations can maximise whilst implementing their POPI programmes.



### DATA QUALITY IMPROVEMENT

In achieving compliance the business processes that will either need to be implemented or amended will ensure a better quality of organisational data. Organisations looking to gain competitive advantage out of "Big Data", will as a result be better placed to collect and harness such data in an ethical and legal manner. For the smaller organisation, quality data is a necessity in sound decision making.



### IMPROVING BUSINESS MANAGEMENT

The Act specifically requires that certain measures are put in place to consider how information is processed and secured. In performing this requirement, there is an opportunity to consider current business processes and how to build in processes efficiencies.



### THIRD PARTY RELATIONSHIPS

In the process of considering the contractual arrangements regarding information processed by operators, and ensuring that satisfactory security measures are in place, we may reasonably identify opportunities to create efficiencies within the broader control environment pertaining to that third party relationship.



### IT IS ALL ABOUT THE CUSTOMER

Customers like to know that their information and interaction with organisations is secure and protected. In achieve and maintaining POPI compliance, organisations are in a position where they are able to confidently reassure customers.