

POPIA Policy

Coast IT (Pty) Ltd

Effective date: 24 August 2026

1. Purpose

This POPIA Policy explains how Coast IT (Pty) Ltd applies the Protection of Personal Information Act 4 of 2013 (POPIA) when processing personal information and how data subjects may exercise their rights.

2. Responsible Party

Coast IT will generally act as the responsible party where Coast IT determines the purpose of and means by which personal information is processed for its own business activities and customer services.

In certain services, including hosting, software, website management, infrastructure and technical support, Coast IT may act as an operator processing personal information on behalf of a customer or another responsible party.

3. Conditions for Lawful Processing

Coast IT processes personal information in accordance with the eight conditions for lawful processing under POPIA:

1. Accountability.
2. Processing limitation.
3. Purpose specification.
4. Further processing limitation.
5. Information quality.
6. Openness.
7. Security safeguards.
8. Data subject participation.

4. Lawful Grounds for Processing

POPIA does not require consent for every processing activity. Depending on the circumstances, Coast IT may process personal information where:

- The data subject has consented to the processing.
- Processing is necessary to conclude or perform a contract with the data subject.
- Processing is required to comply with a legal obligation.
- Processing protects a legitimate interest of the data subject.
- Processing is necessary for the proper performance of a public-law duty where applicable.
- Processing is necessary for pursuing the legitimate interests of Coast IT or a third party, where permitted by POPIA.

Where Coast IT relies on consent, consent may be withdrawn. Withdrawal does not make earlier lawful processing unlawful and does not prevent processing that remains lawful on another basis.

5. Purpose and Minimality

Coast IT collects and processes personal information for specific, lawful business purposes and aims to process only information that is adequate, relevant and not excessive for those purposes.

Purposes may include customer onboarding, account management, quotations, orders, payments, service delivery, domains, hosting, websites, software, telecommunications, support, security, fraud prevention, accounting, tax compliance, legal compliance, service improvement and lawful marketing.

6. Collection of Personal Information

Coast IT generally collects personal information directly from the data subject. Where permitted by POPIA, information may also be obtained from authorised representatives, customers, suppliers, payment providers, domain registries or registrars, fraud-prevention services, public records or other lawful sources.

7. Information Quality

Coast IT takes reasonably practicable steps to ensure that personal information is complete, accurate, not misleading and updated where reasonably necessary for the purpose for which it is processed.

8. Openness

Where required by POPIA, Coast IT provides information about the purpose of collection, the identity of the responsible party, whether information is mandatory or voluntary, intended recipients, cross-border processing, applicable rights and the right to complain to the Information Regulator.

9. Security Safeguards

Coast IT implements reasonable technical and organisational measures intended to protect the integrity and confidentiality of personal information against loss, damage, unauthorised destruction, unlawful access or unlawful processing.

Security controls may include access controls, authentication, encryption, secure network configuration, firewalls, endpoint protection, monitoring, logging, patch management, backups, restricted administrative access and incident-response procedures.

10. Operators and Service Providers

Where another party processes personal information on behalf of Coast IT as an operator, Coast IT will apply the operator requirements of POPIA, including appropriate contractual and security obligations where required.

Operators may include hosting, cloud, software, payment, email, backup, accounting, security, telecommunications and support providers.

11. Special Personal Information and Children

Coast IT does not intentionally process special personal information or personal information relating to children unless it is reasonably required for a specific purpose and the processing is authorised under POPIA.

12. Direct Marketing

Electronic direct marketing is conducted in accordance with section 69 of POPIA and the applicable POPIA Regulations.

Where consent is required for unsolicited electronic direct marketing, consent must be obtained in the legally required manner. Silence, failure to respond or an opt-out does not constitute consent.

Where the requirements of POPIA are satisfied, Coast IT may market its own similar products or services to existing customers using contact details obtained in the context of a sale. A reasonable opportunity to object will be provided as required by law.

A data subject may object to direct marketing at any time.

13. Automated Processing

Coast IT may use automated systems, analytics or artificial intelligence in its operations. Where a decision is based solely on automated processing and has legal consequences for or substantially affects a data subject, Coast IT will apply the safeguards required by section 71 of POPIA where that section applies.

14. Cross-Border Transfers

Where personal information is transferred to a recipient outside South Africa, Coast IT will apply section 72 of POPIA. A transfer may be permitted where the recipient is subject to adequate legal or contractual protection, the data subject consents, the transfer is necessary for a contract, or another basis recognised by POPIA applies.

15. Security Compromises

Where there are reasonable grounds to believe that personal information has been accessed or acquired by an unauthorised person, Coast IT will investigate the incident, take reasonable containment and remediation measures, and comply with section 22 of POPIA.

Where notification is required, Coast IT will notify the Information Regulator and affected data subjects as soon as reasonably possible, subject to any lawful delay or restriction.

16. Retention, Deletion and De-Identification

Personal information will not be retained for longer than necessary to achieve the purpose for which it was collected unless retention is required or authorised by law, reasonably required for a lawful business purpose, required by contract, permitted by consent, or otherwise permitted under POPIA.

Where Coast IT is no longer authorised to retain personal information, it will be deleted, destroyed or de-identified as soon as reasonably practicable.

17. Data Subject Rights

Subject to POPIA, PAIA and applicable limitations, a data subject may:

- Request confirmation whether Coast IT holds personal information about them.
- Request access to personal information.
- Request correction of inaccurate, irrelevant, excessive, out-of-date, incomplete or misleading information.
- Request deletion or destruction where Coast IT is no longer authorised to retain the information.
- Object to processing where the right to object applies.
- Object to direct marketing.
- Withdraw consent where processing is based on consent.
- Lodge a complaint with the Information Regulator.

18. Requests

POPIA requests may be submitted to Coast IT at info@coastit.co.za. Coast IT may require reasonable proof of identity or authority before releasing, correcting or deleting personal information.

An objection may be submitted using the prescribed Form 1 or another method permitted by the applicable POPIA Regulations. A correction or deletion request may be submitted using the prescribed Form 2 or another permitted method.

19. Information Regulator

A data subject may lodge a complaint with the Information Regulator of South Africa.

- Telephone: 010 023 5200.
- Toll-free: 0800 017 160.
- Email: enquiries@inforegulator.org.za.
- eServices: <https://eservices.inforegulator.org.za>.

20. Changes to this POPIA Policy

Coast IT may update this POPIA Policy to reflect changes in legislation, regulations, Information Regulator guidance, technology, suppliers, services or processing activities. The current version will be published on the Coast IT website.

21. Contact

Coast IT (Pty) Ltd can be contacted regarding this policy using the following details:

- Website: <https://coastit.co.za>
- Email: info@coastit.co.za
- Telephone: 087 550 0204
- Physical address: 124 Soutpansberg Drive, Kempton Park, Gauteng, 1619, South Africa