



Know your Data Privacy rights



A Message from the Group Privacy Office

Do you know your data privacy rights?

With the expansion in technology across global markets, there has been a requirement for governments to develop legislation which ensures individuals rights to data privacy are protected. Data privacy protection is essential for any organization in ensuring any personal information processed is handled correctly, and appropriate safeguards are put in place.

Legislation across the world puts specific obligations to organizations regarding how they handle individuals' personal information. Generally, in terms of international data privacy best practice, organizations have an obligation to:

1. ensure that the personal information is collected from the person to whom the information belongs (data subject) or from a source as authorized by the data subject;
2. ensure that the information is kept confidential and only accessed by the people with the adequate authorization to access the person information;
3. ensure that the personal information will be used in line with the purpose for collection; and
4. ensure that the organization has adequate safeguards in place to keep personal information safe from cyber-attacks, data leaks, loss and damage.

Over and above the requirements imposed on organizations that process personal information, individuals whose information are process also have specific rights which they can exercise, such as:

- The Right to be **informed** - The data subject has the right to know what data is collected about them, why it is being collected, how long it will be kept and with whom the data will be shared.
- The right of **access** – the data subject has the right to gain access to the information that the organization is holding him/ her.
- The right of **rectification**- the data subject has the right to correct his or her information that is held by any organization, the data subject can also ask the organization to update any inaccurate or incomplete data the organization has on him or her.
- The right to **object** to processing - the data subject can object to the processing of his or her personal data at any time, in certain situations, and it will depend on the purpose of processing and the lawful base for processing.
- Rights in relation to **automated decision-making and profiling** – the data subject has the right not to be subject to automated decision-making.
- The right to **restrict processing** - The data subject can request that an organization limits the way it uses his/her personal data, for example the data subject can object to his or her personal details being used for any direct marketing campaigns.

At Absa, we ensure that all your personal information is treated with care and responsibly, whilst upholding your data protection rights. To exercise your data privacy rights or if you need assistance with any other data privacy matters, please reach out to the Absa Group Privacy Office at privacy@absa.co.za or request to be directed to a Privacy Representative at one of our Branches.