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POPIA website checklist.

The privacy and trust checks for a South African business website under POPIA, with the ones to fix first marked. This is general information, not legal advice.

Tell people.

- ☐ **Fix first: A privacy policy is linked from every page**
Usually in the footer. It says what you collect, why, who you share it with, how long you keep it and how people can see, correct or delete their details. POPIA section 18 lists what to tell people.
 - ☐ **The policy names the tools that receive the details**
Such as your email platform, CRM, booking system and host. Say if any of them keep data in another country. POPIA section 72 sets rules for sending data outside South Africa.
 - ☐ **Cookies and tracking are explained and can be turned off**
Say which analytics and advert tools you use and why, and give people a way to turn off the ones the site does not need to work. There is no separate cookie law, but tracking that collects personal information falls under POPIA.
 - ☐ **Each form says why you are asking**
One short line near the send button, with a link to the privacy policy.
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Ask first.

- ☐ **Fix first: Marketing sign-up boxes start unticked**
People tick the box themselves to get marketing by email or SMS. A box ticked for them is not consent. POPIA section 69 needs consent, unless the person is a customer who bought something similar and was given the chance to say no.
 - ☐ **Fix first: Every marketing message has an unsubscribe link**
Each message says who sent it and gives an easy way to opt out, and you act on it quickly. POPIA section 69 asks for the same.
 - ☐ **Forms ask only for what you need**
If you do not need a date of birth or an ID number to reply, do not ask for it. POPIA section 10 says to collect only what the purpose needs.
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Keep it safe.

- ☐ **Fix first: Every page and form runs on HTTPS**
The padlock in the address bar, on the whole site and not only checkout. Most hosts include a free certificate.
 - ☐ **Form entries go somewhere protected**
Into an inbox or system with its own login, not a shared spreadsheet anyone with the link can open.
 - ☐ **The website and its plugins are kept up to date**
Old plugins are a common way in. Every major privacy law asks for reasonable security. POPIA section 19 asks for reasonable security measures.
 - ☐ **Admin logins are personal and use two-step sign-in**
No shared passwords, and people who have left are removed.
 - ☐ **You know what to do after a breach**
Who decides, who you tell and how fast. Write it down before you need it. POPIA section 22: tell the Information Regulator and the people affected as soon as reasonably possible.
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Answer requests.

- ☐ **Fix first: People know who to contact about their details**
A named person or a privacy email address in your policy, checked often.
 - ☐ **Fix first: Your Information Officer is registered**
By default this is the owner or head of the business. Register them with the Information Regulator and name them as the privacy contact in your policy.
 - ☐ **Your PAIA manual is on the website**
Every private body needs a manual under section 51 of PAIA, sole proprietors included. It explains how to ask for records. The Information Regulator publishes a template.
 - ☐ **You can find, correct or delete the details of one person**
Know where each customer record is kept, so you can answer a request in time. POPIA sections 23 and 24.
 - ☐ **Old enquiries are cleared out**
Keep personal details only as long as you need them, and set a time to delete the rest. POPIA section 14.
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Show who you are.

- ☐ **Fix first: Real contact details are easy to find**
An email address, a phone number and, if you sell online, a physical address. The ECT Act asks online sellers to show these.
 - ☐ **Your registered name and number are shown**
In the footer or on the contact page, with your VAT or tax number if you are registered.
 - ☐ **Every form sends and confirms**
Send a test through each one. The person sees a clear confirmation and you get the message.
 - ☐ **Terms and a returns policy are published, if you sell online**
Your cancellation window, how refunds are paid and your delivery terms, in plain words. The ECT Act gives 7 days and lists what an online seller must show.
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**Want it done for
you?**

Work through the interactive version, which saves your progress and lists your next steps: lilacfragment.co.za/free/website-privacy-checklist/

Lilac Fragment is a South African digital agency. We build websites, Shopify shops and automation, and fix the things on this list. Tell us what you need at lilacfragment.co.za/contact-us.

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Websites, Shopify shops, automation and digital marketing.

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