



Legislation & Policy Impact

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Topics for us to unpack

1. Powered by Data
2. What happened ? Extended scope of application of laws affecting BI
3. So What? Our approach to Compliance, and how we can empower you
4. Now what? Call to action



Powered by Data

We are proud of Data, but it is what we can do with it to enable our clients to build a financially inclusive Africa that gets us excited

Data is
useful

Trust is
paramount

Data privacy is not
a barrier to
success but a
useful tool

Compliant
innovation while
avoiding
unintended
consequences

“Data are just summaries of thousands of stories – tell a few of those stories to help make the data meaningful.”

— Chip & Dan Heath



Compliance at Experian is anchored on trust

Forrester insights: Understanding there is a lack of consumer trust means you have the chance to build trust



21% of consumers are unlikely to willingly share financial information when applying for credit.



Despite a reason, 35% of those unlikely to share financial information remain unlikely to do so.



While 35% trust their bank above other companies, 47% are unsure or outright don't trust their bank.



**What happened ?
Extended scope of
application of laws,
affecting BI**

What is Personal Information?

Personal information encompasses company / juristic persons information
Special personal information is more sensitive information such as biometric information, medical information, criminal history, information of a child

Any information

- CV / Employment information
- Experian C number
- ID number

Relating to an identifiable

- Single out
- Pinpoint
- Associate with

Natural or Juristic person

- Individual
- Company



POPIA Compliance

In its simplest form – PoPIA compliance is a 2-step process

Step 1: Do you have a lawful basis for processing?

Step 2: Are you processing personal information in line with conditions for processing

Contract

Legitimate interest

Law/ Prescribed Purpose

Interest of a data subject

Consent



Requirements for valid consent: the 5 Cs

Definition: Any voluntary, specific and informed expression of will in terms of which permission is given for the processing of personal information

Collected directly from the Data subject

Consent must be collected directly from the Data Subject. Where the Data Subject is a child, the consent must be collected from a Competent Person.

Clearly communicated purpose

ESA must clearly communicate to the Data Subject purposes for which their information is collected, categories of information used, **and the Data Subjects right to withdraw consent at anytime**

Clear affirmative action

Must require a clear affirmative action from the Subject when providing consent which may be filling in a tick box, swiping right / left on a system, **clicking accept**, an oral statement or even signing the Data Subject initials next to the consent clause

Consent clause must be unambiguous

The clause which requests consent must be unambiguous as to what the Data Subject is giving consent to i.e. the consent must be given in an intelligible and easily accessible form, using clear and plain language and it should not contain unfair terms.

Capture consent for future demonstration

ESA must actively record all instances where we collect valid consent, including the purposes for which we collected the consent, how the information based on that consent is used, time stamp relating to consent and wording to which the Data subject gave their consent to

Amendments to FICA to extend the definition of Accountable Institutions (AIs)

New AIs

****High-Valued Goods dealers****

Crypto Asset Service Providers

****All Credit Providers****

Trust & Company Service providers

Money or Value Transfer providers

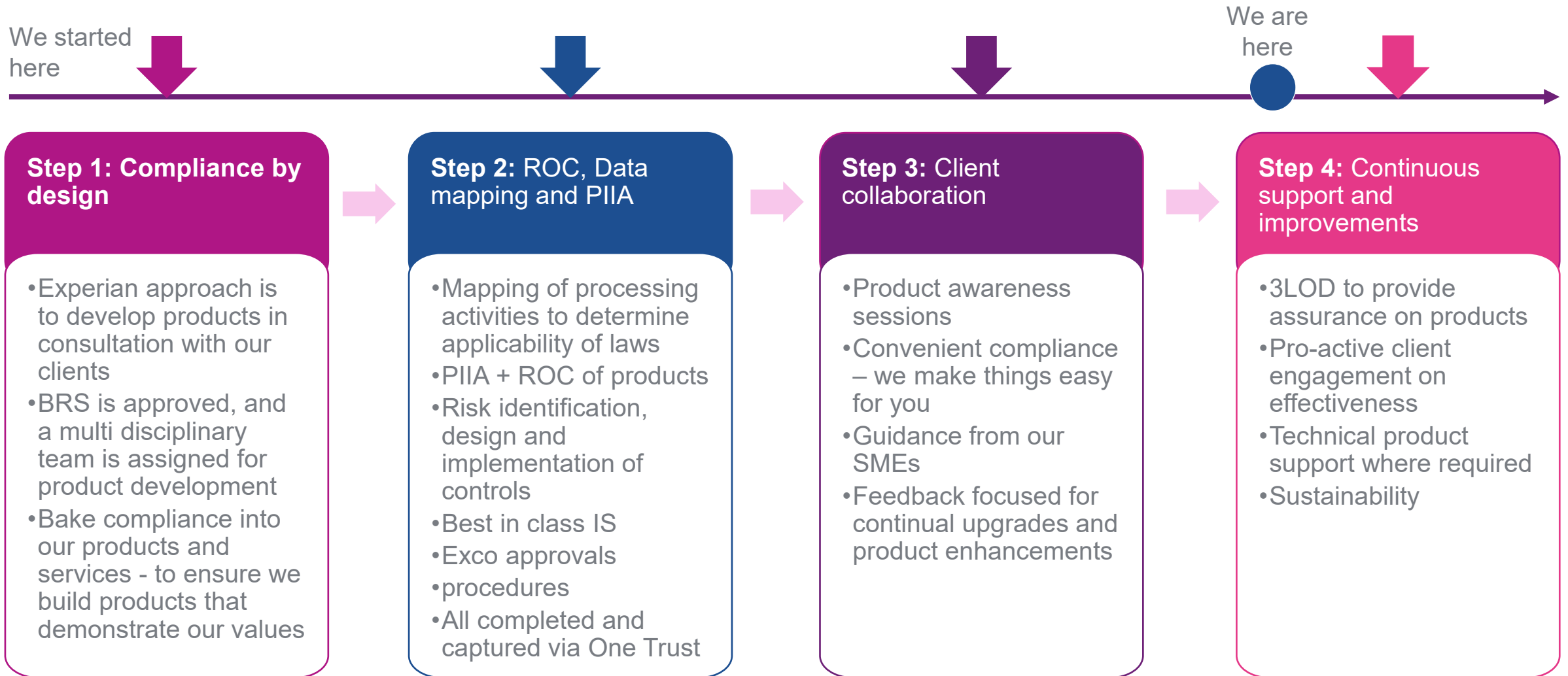
South African Mint



So What?

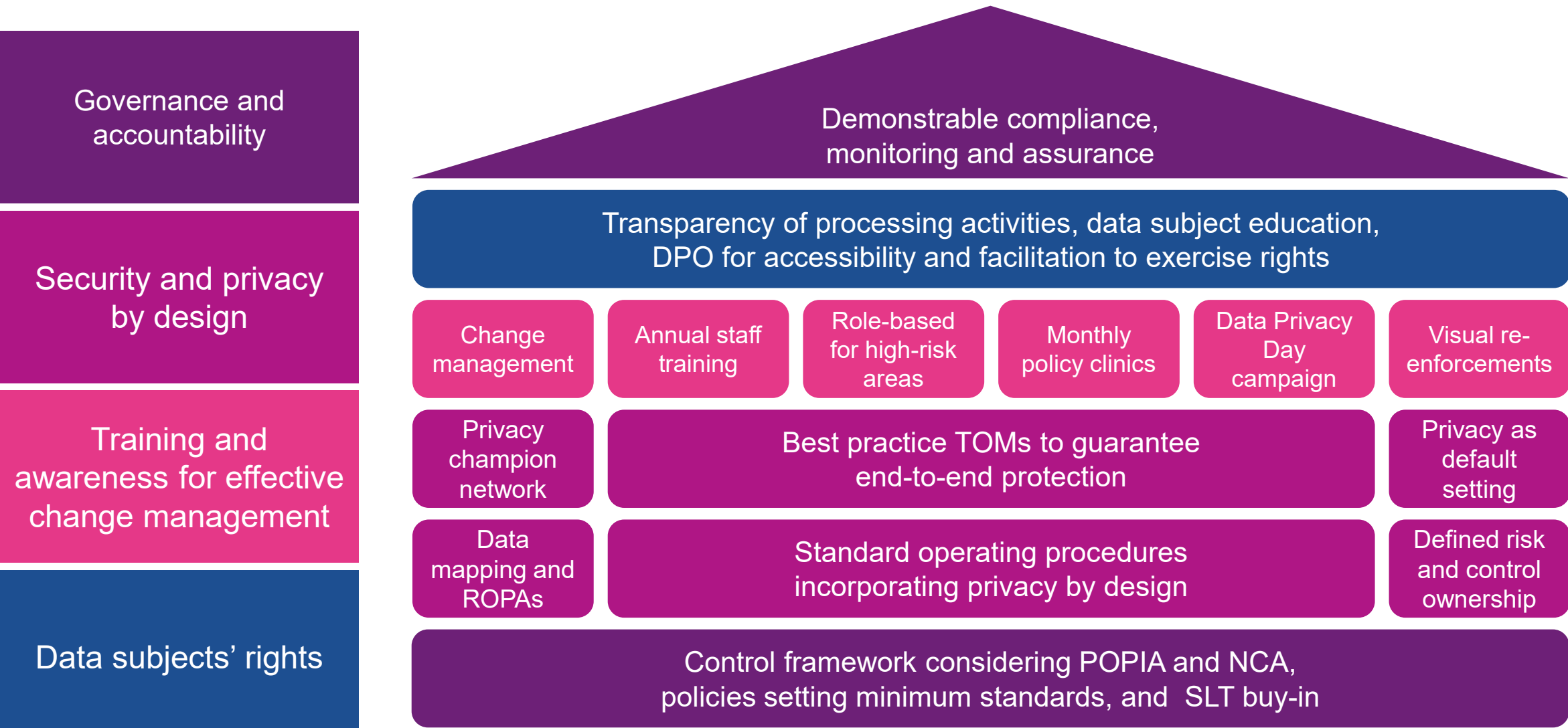
**Our approach to Compliance
and how we can empower your organisation.**

Our product development journey: Built in compliance



The structure of our PoPIA Program

And how we can enable you



Now what?

Transparency builds trust, and we are driven to be your trusted data / information partner.

We have developed the Experian trust center to help you to get to know our Bureau, so that you can better understand how we can empower you.



Closing Remarks

Let's collaborate, and share experiences to foster a financially inclusive Africa, while respecting the **TRUST** placed on us credit and financial services providers.

**“Big data isn’t about bits,
it’s about talent.”**

– Douglas Merrill



