

# POPI COMPLIANCE

## What, Why and How



### WHAT IS POPI?

The Protection of Personal Information Act is a **privacy law** that applies to personal data of **South Africa residents**.



Expanded **definition of personal data** includes: age, race, gender, address, job position, biometric, medical information, pseudonymous data, unique identifiers.



#### Standardize laws

Data protection across all the South African territory



#### Increase security

Commit to security and privacy of personal data in South Africa



#### Increase accountability

Hold companies accountable to providing transparency



#### Protect rights

Right to change inaccurate data, to access and to request deletion of personal data

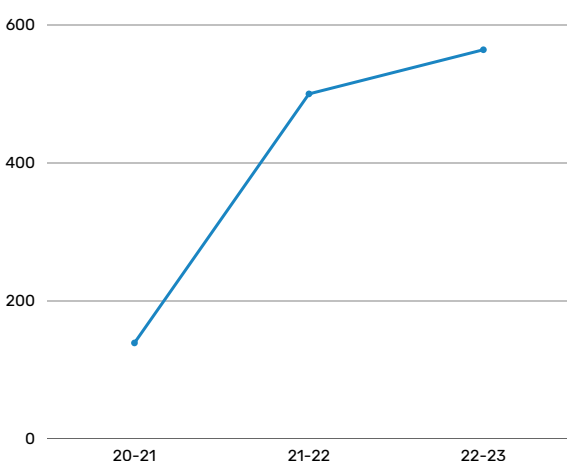


### WHY IS IT BENEFICIAL?

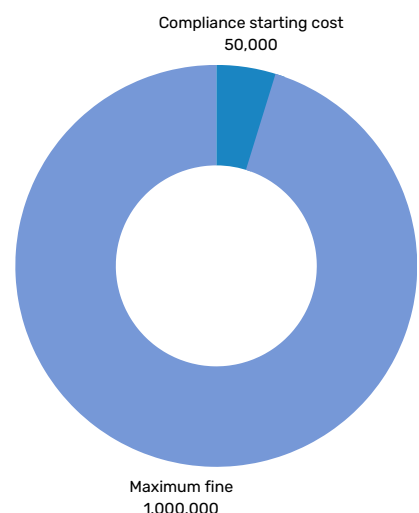
Ensures individuals can control how information about them is used and those holding the information protects it from disclosure.

### WHAT ARE THE POPI THREATS?

- **Phishing** & other social engineering attacks
- **Ransomware** attacks that infect devices & encrypt data
- **Malicious insider** known as identity thief
- **SQL injections** that get illicit access to database



More than 1200 notifications of data violation reported since POPIA enforcement in 2020\*



Cost of a POPI compliance project is anywhere from R50 000 to R500 000 whereas major breaches cost up to R1 million or 1 year in jail.\*

\*Sources: <https://popia.co.za/>  
<https://enhalo.co/security-services/how-much-does-it-cost-to-be-popii-compliant/>  
<https://www.michalsons.com/focus-areas/privacy-and-data-protection/popii-regulations-in-south-africa-key-updates>  
<https://www.itweb.co.za/content/VgZeyvJlQrbMdjX9>

# HOW ZIMBRA FEATURES CAN HELP WITH POPI COMPLIANCE



1

## DATA DISCOVERY

Discovering and controlling what personal data you hold and where it resides. Zimbra offers integrated archiving and syntactic search capabilities.

## DATA SOVEREIGNTY

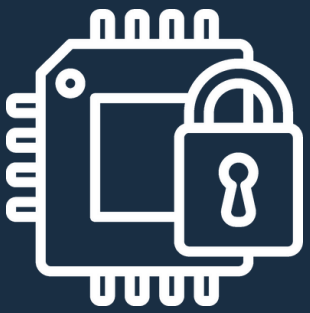
Zimbra's deployment options - on-prem, in a public or private cloud or via a Zimbra Hosting Partner - enable you to meet your data sovereignty requirements and satisfy privacy needs.

2



## S/MIME ENCRYPTION

Zimbra provides cryptographic security services for email: authentication, message integrity, non-repudiation of origin (using digital signatures) and privacy and data security.



3

## SECURITY & PRIVACY

Zimbra provides out-of-the-box functionality for 2-Factor Authentication, email encryption, secure comms via TLS, HTTPs and more. Zimbra is also easy to integrate with third-party security apps.

4



## MOBILE SECURITY

Zimbra allows mobile remote wipe to erase all data from a device if it is lost or stolen. The Allow/Block/Quarantine (ABQ) feature allows granular control of which mobile devices can connect to your platform.



5