Your guide to POPIA updates on Prop Data's ecosystem

The Protection of Personal Information Act (POPIA) is South Africa's data privacy law. It sets conditions for the lawful processing of people's personal information. POPIA comes into full effect on 1 July 2021, impacting your real estate business. To keep our client's on track with POPIA compliance, we've made a number of changes to Prop Data's ecosystem (EOS3 and EOS4). This guide covers:

The importance of consent
POPIA defines consent which has implications for your marketing.

Prop Data's ecosystem modifications
In response to POPIA's requirements, Prop Data has made changes to our website, management system, and HubSpot feeds.

Helpful resources
Our Knowledge blog posts provide further information to help you get to grips with POPIA.

The importance of consent

As a real estate business, you collect data across a range of electronic communications including your website engagement, email, SMS, WhatsApp, and e-subscriptions. According to POPIA, to collect and process data, you will need clear consent from your data subject i.e. the person to whom the personal information relates.

POPIA defines consent as "any voluntary, specific, and informed expression of will in terms of which permission is given for the processing of personal information". Let's break this down:

Voluntary
Your data subject must have a choice to consent or not. You can't assume they have consented if they have not opted out of communications — it has to be explicit.

Specific
The consent must relate to a specific purpose — there is no blanket consent. If a data subject, for example, has only consented to property alerts, you can't send them your newsletter.

1

Informed

You need to provide your data subject with enough information to make an informed decision to consent to your marketing.

Prop Data has applied a number of changes across our ecosystem to help you meet the requirements for consent and processing information lawfully.
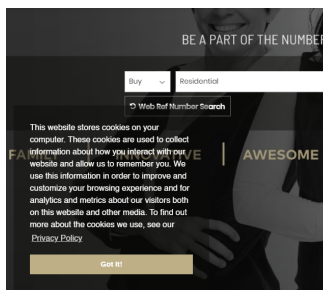
Prop Data's ecosystem modifications

Our updates meet POPIA's requirements and are geared to help you build trust with your clients. Prop Data's changes apply to your website, management system, and HubSpot feeds.
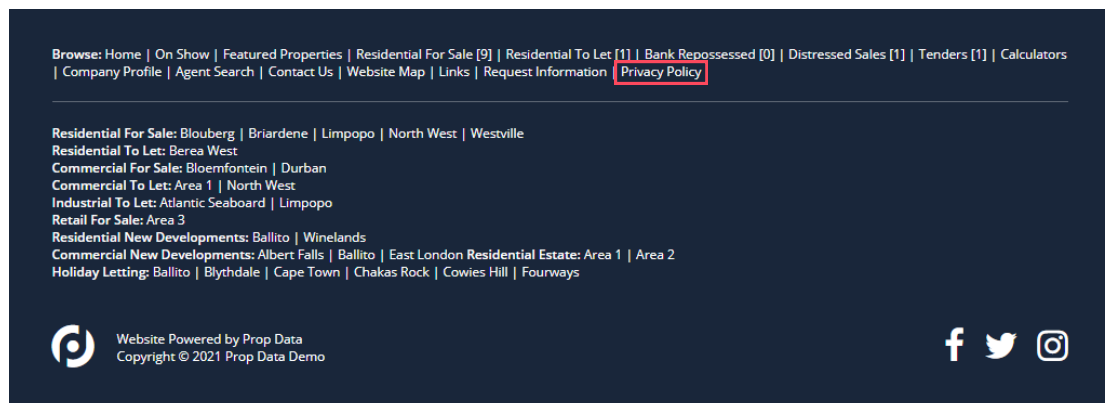
1. Website updates

1.1 Cookies consent

Cookies are small text files your website sends to a website user's device. Your website uses this to monitor the user and remember bits of information about them. The revised cookie consent notice alerts your website users that this process is happening for various tracking purposes. More information on how these cookies are used is covered in your website's privacy policy which is linked to in the cookie consent notice.

1.2 Revised privacy policy

The privacy policy is located on the footer of your website. It explains how you collect, store, protect, and use personal information. Your website now holds a revised privacy policy that is linked to various access points on your website such as the cookie consent notice and forms.

1.3 Revised website enquiry forms
Previously, your website enquiry forms were pre-checked as a way to build your property alerts and newsletter databases. Now all the checkboxes will be unchecked by default, and a user will have to expressly check them to give consent.

Prop Data has also included some new descriptive text under each form. This references your revised privacy policy and emphasises that the data subject consents to your company holding and processing their information should they submit an enquiry.

You are here: My Property Co. / Manage Profile

Manage Profile

Here you can manage your consent and access to our real estate services for your email address, john@propdata.net.

Our consent section allows you to control how we communicate with you. Tick the checkboxes so we can keep in touch and use your information to assist you on your real estate journey.

You can also update your preferences for our email communications and any enquiries you have made about properties. If you remain subscribed, we will keep you in the know with all of our best properties and service offerings.

Consent

Tick all consent checkboxes

- ☑ To receive SMS/Direct Messages
- ☑ To receive Phone Calls
- ☑ To receive Emails
- ☑ For us to hold and process your information. Privacy Policy

Save Consent

Mailing List

Get the latest property news, featured properties, latest listings, upcoming show properties, special offers, and more.

Unsubscribe from all mailing lists

Full Name	Contact No.	Type	Branch or Agent		
John Snow	083 488 0847	Tenant	Westville	Edit	Unsubscribe
John Snow	083 488 0847	Tenant	Westville	Edit	Unsubscribe
John Snow	083 488 0847	Tenant ▼	Westville ▼		Update
John Snow	083 488 0847	Tenant Seller Buyer	Westville	✔ Updated	

Property Email Alerts

Tell us about your ideal property, and we will email you properties that meet your criteria as soon as they are listed.

Unsubscribe from all property email alerts

Full Name	Contact No.	Type	Branch
John Snow	083 488 0847	Buyer	Westville
Listing Type	**Property Types**	**Locations**	**Price**
Westville	Duplex, House	Ballito, Brettenwood	R1,500,000 - R3,000,000

Unsubscribe

Full Name	Contact No.	Type	Branch
John Snow	083 488 0847	Buyer	Westville
Listing Type	**Property Types**	**Locations**	**Price**
Westville	Duplex, House	Ballito, Brettenwood	R1,500,000 - R3,000,000

Unsubscribe

✔ Unsubscribed

Enquiry Subscriptions

If you have made a property enquiry, we can use this information to help you find your perfect match.

Unsubscribe from all enquiry subscriptions

Full Name	Contact No.	Type	Branch
John Snow	083 488 0847	Buyer	Westville
Listing Type	**Property Types**	**Locations**	**Price**
Westville	Duplex, House	Ballito, Brettenwood	R1,500,000 - R3,000,000

Unsubscribe

Refer to points 1.4, 1.5 & 1.6

1.4 Revised consent and subscription profile management
This update empowers a data subject to manage their consent and subscriptions held within Prop Data's management systems. They can now access a new Profile Management Page on your website at any point.

The Profile Management Page allows the data subject to see all the data you house on their profile based on their email address. It allows them to consent to you holding and processing their information. It will also allow them to manage specific consent and subscription functions:

- Consent to hold and process their personal information (separate to direct marketing consent)

- Consent to direct market (SMS/message, email, phone)

- Subscription management (mail lists, alerts, enquiries)

1.5 Direct emails point to the Profile Management Page
Prop Data's management system releases various types of marketing communication or templated system communication pieces for you:

- Property email alerts

- Property match emails

- Branch newsletter emails

- Enquiry emails

- System-based WhatsApp communications

These will all include links to the Profile Management Page that will help data subjects manage their consent over time. All of these communications are encrypted based on the user's email address so it cannot be hacked.

1.6 Request for information held page
A data subject can visit the new Request for Information Held Page on your website at any time, enter their email address, and receive an encrypted email with a link to the Profile Management Page. They can then update their consent as they wish. For example, they can unsubscribe from email alerts or newsletter subscriptions.

Any updates to the Profile Management Page are fed back to EOS3 and EOS4 as well as HubSpot. The Request for Information Held Page will be present on the footer of your website. If a data subject approaches you to find out what information you house on them, you can point them to this page, and they can request it themselves.

1.7 Changes to consent and subscriptions will be notified to the data subject, branch agent, and dynamically update Prop Data Manage and your HubSpot CRM
Prop Data will send any consent and subscription changes to both you as well as the data subjects themselves. If anything changes through the Profile Management Page, there will be system-generated emails to notify the various parties about it.

2. Prop Data Manage updates:

EOS 3

You are here: Prop Data Management System / Leads Management System / Summary
Leads Management System: Summary

Refresh | Add | Edit | Details | Print This Page | Export | Reports | Archive | Make Notes

| ALL LEADS | WEBSITE LEADS | TELEPHONIC LEADS | NO MARKETING CONSENT | ARCHIVED | POPIA NON-COMPLIANT LEADS |

EOS 4

Clients / **Contacts**

Refresh | Add | Export

Keyword Search | Search | Include associated data | Advanced Search | My Contacts

Show 20 Records (1 - 12 of 12 records) | Status Active | Page 1 of 1

											Profiles		Alerts	Leads	Listings
	Name	Date Added	Status	Email	Branch			Primary Agent	Contact Types		Buyer	Tenant			
						All									
						Active									
	Felicity Van Tonder	10 Jun 2021, 12:49	Active	felicity@propdata.net	Pinelands	Inactive			Buyer ...		0	0	0	1	0
	Nicole	10 Jun 2021, 10:54	Active	nicole@propdata.net	Pinelands	Non-Compliant			Buyer ...		0	0	0	3	0
	Natalie Isaac	10 Jun 2021, 09:22	Active	natalie@propdata.net	Pinelands	No-Consent		Den Lut	Buyer ...		0	0	0	4	0
	Jacky Harrison (Prop Data)	10 Jun 2021, 09:01	Active	jacky@propdata.net	Pinelands			Kathy Anderson	Buyer		2	0	0	1	0

Active

Date & Time Subscriptions		
Consent	Subscribed Date	Unsubscribed Date
SMS/Direct Messages	18 Jun 2021 - 8:13	
E-mails	18 Jun 2021 - 8:13	
Calls	18 Jun 2021 - 8:13	
Information	17 Jun 2021 - 8:47	

Communication Permissions		
POPIA Compliant:	Yes	
Receive SMS/Direct Messages:	Yes	Receive Emails: Yes
Receive Phone Calls:	Yes	Hold and process your data: Yes
		View Consent

No Marketing Consent

Date & Time Subscriptions		
Consent	Subscribed Date	Unsubscribed Date
SMS/Direct Messages		
E-mails		
Calls		
Information	23 Jun 2021 - 16:35	

Communication Permissions		
POPIA Compliant:	Yes	
Receive SMS/Direct Messages:	No	Receive Emails: No
Receive Phone Calls:	No	Hold and process your data: Yes
		View Consent

Non-Compliant/Archived

Date & Time Subscriptions		
Consent	Subscribed Date	Unsubscribed Date
SMS/Direct Messages	10 Jun 2021 - 16:18	10 Jun 2021 - 16:26
E-mails	04 Jun 2021 - 9:48	10 Jun 2021 - 16:26
Calls	10 Jun 2021 - 16:18	10 Jun 2021 - 16:26
Information	04 Jun 2021 - 9:48	10 Jun 2021 - 16:26

Communication Permissions		
POPIA Compliant:	No	
Receive SMS/Direct Messages:	No	Receive Emails: No
Receive Phone Calls:	No	Hold and process your data: No
		View Consent

2.1 Dates and times of user-managed consent and subscription updates
On Prop Data's management system (EOS3 and EOS4), you will be able to view when data subjects provided consent.

2.2 A record of consent for direct marketing channels
On Prop Data's management system (EOS3 and EOS4), you will be able to see all the channels a data subject has consented from which to receive direct marketing.

2.3 Printable "view consent" link

You will be able to download a document version of all consent information housed in Prop Data's management system (EOS3 and EOS4) and be able to print this information in case you need to review or share it.

My Property Co.

Hi Claire,

We need your consent to provide exclusive access to our services

Your details were recently added to our system. To comply with the Protection of Personal Information Act (POPIA), please click below to manage your consent and subscriptions.

Give consent

Keep up with the property market

On this page, you have the choice to opt into our great real estate services.

Email newsletter

Get the latest property news, featured properties, latest listings, upcoming show properties, special offers, and more.

Property email alerts

Tell us about your ideal property, and we will email you properties that meet your criteria as soon as they are listed.

Enquiry subscriptions

If you have made a property enquiry, we can use this information to help you find your perfect match.

Remember, your information will be safe with us. Read our full privacy policy here to see how we're upholding POPIA's expectations.

ABC PROPERTIES SANDTON OFFICE

Office Number	(000) 000 000
Fax Number	(000) 000 000
Email Address	branch1@propdatademo.net
Web Address	https://www.propdatademo.net

WhatsApp Branch

Physical Address
Address Line 1
Address Line 2
Suburb
Postal Code

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Manage my Subscriptions

Refer to point 2.4

2.4 Double opt-in emails for manually captured new client records, portal-fed leads, and social and campaign-fed leads where no consent is provided
Portals will not pass direct marketing consent to Prop Data on your behalf through portal leads Prop Data obtains through feeds. As these leads filter into Prop Data's management system, we will send each one of them a double opt-in email. This will be a branded email where we encourage data subjects to give you consent for direct marketing purposes. This will allow Prop Data to help you market to them through alerts, newsletters, and WhatsApp communications.

For each lead ingested into the system, where Prop Data does not have marketing consent, we will reach out with this once-off double opt-in email which will encourage the data subject to visit the Profile Management Page and apply the consents needed.

2.5 Default bulk contact status update from 1 July 2021
From 1 July 2021, all of your data subject records which have no consents recorded will be updated to a non-compliant status. This is unavoidable as it is mandated by legislation. Where you don't have consent, all these non-compliant records will essentially be removed from Prop Data's direct marketing channels.

In Prop Data's management system (both EOS3 and EOS4), you will see a new suite of tools in the Contacts Module which will allow you to filter contacts by those that aren't POPIA compliant (where we have no consent to process their information and hold their information) as well as those that have no marketing consent assigned to them. Any contact that doesn't have direct marketing consent assigned to their record will not be included in any email alerts or newsletter communication. This is synced with HubSpot, preventing direct marketing to those types of contacts from this platform as well.

3. Prop Data Manage updates:

3.1 Bi-directional consent feed between Prop Data Manage and HubSpot CRM
This update manages consent between HubSpot and Prop Data Manage (EOS3 and ESO4).

3.1.1 Consents obtained in either platform will be exchanged and kept in sync
if you obtain consent in EOS3 or EOS4, this will then pass down to and update the corresponding data subject record in HubSpot. This will allow bulk communication out of HubSpot to happen.

3.1.2 Updates to consent obtained in either platform will be exchanged and kept in sync
If consent is removed in EOS3 or EOS4, this will then pass down to and update the corresponding data subject record in HubSpot. Bulk communication will not be allowed for that individual.

Please note: If Prop Data obtains consent, this will be passed down to HubSpot when your branch is onboarded

Moving forward with POPIA

Our ecosystem updates give you great coverage in terms of the POPIA legislation. Provided you manage your data correctly, a lot of the heavy lifting around consent management will be covered by our platform.

Helpful resources

1. Protection of Personal Information Act (POPI Act): Read about the Act in a convenient web format. https://popia.co.za/

2. The POPI Act is set to impact your real estate agency: A basic introduction to the Act with some immediate steps every real estate business should take. bit.ly/PDPOPIA1

3. What happens if you aren't POPIA compliant?: A summary of all the ways POPIA non-compliance can impact your real estate business. bit.ly/PDPOPIA2

4. POPIA Information Officer: the new role in your business: Under POPIA, the Information Officer is a compulsory role within your real estate business. Learn about its important duties and responsibilities. bit.ly/PDPOPIA3

5. POPIA will save your email newsletter marketing: POPIA opens up great business benefits, especially for your email newsletter marketing. See how it can help you win new subscribers and retain your current ones. bit.ly/PDPOPIA4

6. Use POPIA to build trust with your real estate clients: Instead of viewing POPIA as an inconvenience, it can be a valuable way to build trust with data protection. bit.ly/PDPOPIA5

7. The POPIA deadline is 1 July 2021 — are you ready?: A refresher on POPIA with a brief outline of Prop Data's updates. bit.ly/PDPOPIA6

Talk to our team

Have a question? Our team is here to help you understand how these POPIA updates impact you. Get in touch today.

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