



Prism Sound Events (Pty) Ltd

PAIA & POPIA MANUAL – 2025

Prepared in terms of Section 51 of the Promotion of Access to Information Act 2 of 2000 (PAIA) and the Protection of Personal Information Act 4 of 2013 (POPIA), as amended up to April 2025

1. DEFINITIONS

Client: Any natural or juristic person receiving services from Prism Sound Events (Pty) Ltd.

Conditions for Lawful Processing: As set out in Chapter 3 of POPIA and detailed in Section 13 of this Manual.

Data Subject: Any person (natural or juristic) to whom personal information relates.

Information Officer (IO): The appointed individual listed under Section 3.

Personnel: Includes the owner and any contractors (Prism Sound Events currently has no permanent employees).

POPIA: Protection of Personal Information Act 4 of 2013.

PAIA: Promotion of Access to Information Act 2 of 2000.

Processing: Any activity (manual or automatic) that involves personal information, from collection to deletion.

Private Body: Any juristic or natural person conducting trade or profession in a personal/business capacity.



2. INTRODUCTION

This manual was prepared by Prism Sound Events (Pty) Ltd, a private body, in compliance with its obligations under PAIA and POPIA. It outlines:

- *Records held by Prism Sound Events (Pty) Ltd*
 - *Procedures for requesting access*
 - *Information processing practices*
 - *Rights and remedies of data subjects*
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3. COMPANY CONTACT INFORMATION

Field	Details
Company Name:	Prism Sound Events (Pty) Ltd
Registration Number:	2024/818617/07
Physical Address:	54 Nelson Mandela Avenue, Randhart, Alberton, Gauteng, 1449
Postal Address:	54 Nelson Mandela Avenue, Randhart, Alberton, Gauteng, 1449
Telephone Number:	066 578 5847
Email Address:	info@prismsoundevents.co.za
Website:	www.prismsoundevents.co.za
Head of Business:	Ruan Prinsloo (Owner/Director)
Information Officer:	Ruan Prinsloo
Deputy Information Officer(s):	None

4. GUIDE FROM INFORMATION REGULATOR

The official PAIA Guide is available in all South African languages. It can be requested from the Information Officer or accessed directly from the Information Regulator's website:

[PAIA Guides](#)



5. SECTION 52(2) NOTICES

As of the issue date of this manual, no voluntary notices have been published by Prism Sound Events. Any future notices will be made available on the company's website.

6. AUTOMATICALLY AVAILABLE RECORDS

In accordance with Section 52 of the Promotion of Access to Information Act (PAIA), the following records are automatically available to the public and may be accessed without a formal request for access under PAIA. These records are available from the Company's website, on request from the Information Officer, or at the Company's place of business.

The following categories of records are made automatically available:

6.1 Company Information

- *Company registration certificate*
- *Memorandum of Incorporation (MOI)*
- *Director names and official contact information*
- *Company profile and business overview*

6.2 Policies and Compliance

- *PAIA Manual*
- *POPIA (Privacy) Policy*
- *Cookie Policy (where applicable)*
- *Code of Conduct or Ethics Policy*
- *Environmental or Health and Safety Policy (if applicable)*

6.3 Financial and Certification Records

- *Broad-Based Black Economic Empowerment (B-BBEE) Certificate*
- *Tax Clearance Certificate (if available to the public)*
- *Proof of Business Banking Details (for invoicing purposes, on request)*

6.4 Marketing and Public Communications

- *Product and service brochures*
- *Press releases*
- *Promotional material*
- *Company newsletters*
- *Social media content (public-facing)*

6.5 Website and Legal Disclosures

- *Terms and Conditions of Use*
- *Privacy Policy*
- *Returns and Refunds Policy (if applicable)*
- *Website disclaimers*

6.6 Employment-Related Information

- *Current vacancies and job advertisements*
- *Standard job application forms*
- *Employment Equity Report (if voluntarily disclosed)*

6.7 Client Engagement and Forms

- *Standard service agreements or templates (if not confidential)*
- *Consent forms for marketing communications*
- *Contact forms or service request templates*

7. RECORDS AVAILABLE UPON REQUEST

Human Resources:

Prism Sound Events currently has no employees on payroll. Accordingly, the company does not maintain employment records such as staff contracts, payslips, leave records, UIF/SDL submissions, or training records. Should contractors be engaged for events, their agreements and relevant information will be retained for compliance and operational purposes.

Legal:

- *Client agreements and contracts*
- *Supplier and subcontractor agreements (e.g. equipment hire, venues, additional DJs or technicians)*
- *Service level agreements (SLAs)*
- *POPIA operator agreements*
- *Annual financial statements and income tax returns*
- *SARS correspondence (income tax related)*
- *Invoices and receipts*
- *Bank statements*
- *PAIA manual*
- *POPIA compliance documentation (policies and consent records)*
- *Insurance policies and claims correspondence (e.g. public liability)*
- *Legal disputes, summons, or settlement agreements (if any)*
- *Intellectual property registrations (business name, branding, trademarks)*
- *Licensing and assignment agreements (e.g. SAMRO/SAMPRA compliance for music usage)*

(Note: Prism Sound Events is not registered for VAT, PAYE, UIF, or SDL as the company does not meet the legal thresholds.)

Secretarial:

- *Certificate of incorporation (CK/CM/CoR14.3, once issued)*
- *Memorandum of Incorporation (MOI)*
- *Share register and share certificates (if applicable)*
- *Register of directors and officers*
- *CIPC annual returns and supporting documentation*

Financial:

- *Annual financial statements*
- *General ledger and trial balances*
- *Journals and cash books*
- *Sales and purchase invoices*

- *Bank statements, receipts, and deposit slips*
- *Credit and debit notes (if applicable)*
- *Income tax returns (provisional and annual)*
- *Fixed asset register (sound and lighting equipment)*
- *Management accounts*
- *SARS correspondence (assessments and objections)*

(Note: Prism Sound Events is not registered for VAT, PAYE, UIF, or SDL. Payroll records such as salary slips are not applicable as there are no employees.)

Client:

- *Client agreements and contracts*
- *Client contact information*
- *Invoices and billing statements*
- *Proof of delivery or service completion (event sign-off, confirmations)*
- *Client consent forms (for marketing or promotional use of event photos/videos)*
- *Client databases (CRM, email lists)*
- *Service level agreements*
- *Correspondence (emails, letters, WhatsApp communications where relevant)*
- *Dispute and complaint records*
- *Client feedback and surveys*
- *Marketing campaign records related to specific clients*

Marketing:

- *Marketing campaign reports*
- *Social media insights (Facebook, Instagram, TikTok analytics)*
- *Audience analytics (Google Analytics, Meta Insights)*
- *Email marketing reports (open rates, click rates)*
- *Direct marketing consent records*
- *Marketing strategy documents*
- *Branding and messaging guidelines*

- *Promotional material archives*
- *Client marketing briefs (e.g. for weddings, corporate events)*
- *Content calendars and planning documents*

IT:

- *Website analytics and usage reports*
- *Data sharing agreements with third parties (e.g. website host, email providers)*
- *POPIA-compliant operator agreements*
- *Cloud storage agreements (e.g. Google Drive, OneDrive)*
- *Backups and disaster recovery protocols*
- *Security incident and breach reports (if any)*
- *IT policies for access control, passwords, and data handling*
- *Software licensing/subscription records (e.g. Rekordbox, Canva, cloud storage tools)*

(Note: Prism Sound Events does not operate large integrated IT systems with APIs/webhooks such as Monday.com or Make.com.)

Website:

- *Records of page visits*
- *Click tracking*
- *Form submissions (e.g. booking or contact forms)*
- *Search terms, referral sources, device and browser information*
- *Geolocation via IP address*
- *Visitor type classification (new vs. returning visitors)*
- *Cookies and web logs*
- *Social media integrations with data processing agreements (e.g. Facebook Pixel, Instagram Business tools)*

Miscellaneous:

- *Other records relevant to operational, compliance, or business activities not classified above.*

8. RECORDS HELD UNDER OTHER LEGISLATION

Prism Sound Events holds records required by laws including Companies Act, Income Tax Act, POPIA, Electronic Communications and Transactions Act, and others.



9. REQUEST PROCEDURE

- *Requests must be submitted in writing using prescribed PAIA forms.*
 - *The preferred submission method is: Data subject requests should preferably be submitted via email to ensure traceability and timely processing, with alternative accessible channels made available as required by POPIA regulations.*
 - *Prescribed Request Fee: [Form 03: Outcome of request and of fees payable \[Regulation 8\]](#).*
 - *Email Address: info@prismsoundevents.co.za*
 - *Support for disabled or illiterate persons: 066 578 5847*
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10. GROUNDS FOR REFUSAL

Requests may be refused under PAIA in the following cases:

- Protection of personal privacy
- Third-party commercial/confidential information
- Legal privilege
- Intellectual property
- Safety or physical security of persons or property
- Trade secrets or commercial disadvantage
- Research information
- Frivolous or burdensome requests

Additional business-specific grounds: *Requests for access to records may be refused on grounds provided for in PAIA, including but not limited to protection of privacy of third parties, commercial confidentiality, and where the request is manifestly frivolous or vexatious. The organisation reserves the right to refuse access where disclosure would result in a breach of other applicable laws or contractual obligations.*

11. REMEDIES

In the case of a refusal:

- [Form 04: Internal Appeal Form \[Regulation 9\]](#).



12. FEES

- Request Fee: [Request Fee Form](#)
- Deposit may be required if preparation exceeds 6 hours.
- Accepted methods: EFT, Online Portal, or other specified.

13. POPIA COMPLIANCE

13.1 Conditions for Lawful Processing:

- Accountability
- Processing Limitation
- Purpose Specification
- Further Processing Limitation
- Information Quality
- Openness
- Security Safeguards
- Data Subject Participation

13.2 Types of Personal Information Processed:

Personal information processed by **Prism Sound Events** may include:

- Full names
- Contact details (phone numbers, email addresses, physical addresses)
- Identity numbers or passport numbers (where required for contracts)
- Event details (venue, dates, times, technical requirements)
- Financial details (invoices, banking information for payments)
- Online identifiers such as IP addresses and cookies (via website/email interactions)
- Device and browser information (website analytics)
- Social media profiles (if provided voluntarily for marketing collaboration or event promotion)
- Client communication records

13.3 Data Subjects:

Data subjects include:

- *Clients (event organisers, couples, corporates, schools, etc.)*
- *Suppliers and service providers (equipment hire, venues, subcontractors)*
- *Contractors working with Prism Sound Events*
- *The general public, where relevant to promotional or event-related interactions*

13.4 Purpose of Processing:

Personal information is processed for:

- *Client onboarding and booking management*
- *Event planning and communication*
- *Invoicing and financial administration*
- *Legal and regulatory compliance*
- *Direct marketing and client communication*
- *Marketing campaign execution and social media promotions*
- *Website management and analytics*
- *Quality assurance and service improvement*

13.5 Types of Processing:

The processing activities include:

- *Collection*
- *Recording*
- *Organisation and structuring*
- *Storage*
- *Adaptation or alteration*
- *Retrieval and consultation*
- *Use and communication*
- *Disclosure by secure transmission*
- *Restriction or deletion of information once no longer required*

13.6 Data Recipients:

Data recipients may include:

- *The Information Officer (Ruan Prinsloo) as the sole authorised internal processor*
- *Approved third-party processors (such as website/email hosting providers and cloud storage services)*
- *Suppliers or subcontractors where necessary for delivering event services*
- *Clients, as relevant to service delivery and contractual requirements*

13.7 Cross-Border Transfers:

*Personal information may be stored and processed using reputable cloud services (such as **Google Drive, OneDrive, and email hosting providers**) which may be hosted internationally. These providers are subject to data protection standards.*

13.8 Security Safeguards:

- **Physical:** *Paper records (such as signed contracts) are kept securely and accessible only to the Information Officer.*
- **Digital:** *Digital safeguards include password-protected devices, secure cloud storage, encryption, backups, and the use of reputable service providers with POPIA-compliant operator agreements.*

13.9 Data Subject Rights:

Data subjects have the right to:

- *Object to the processing of their personal information*
- *Request correction or deletion of their information*
- *Access copies of their information*
- *Withdraw consent for processing*
- *Lodge complaints with the Information Regulator regarding data handling*
- *Be informed about data collection and usage practices*
- *Restrict further processing of their personal information*

14. REVIEW AND MAINTENANCE

This manual will be reviewed annually.

- Review Officer: Ruan Prinsloo
 - Next Review Date: 30 September 2026
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15. ANNEXURES

Forms available at: [Information Regulator – PAIA](#)

- [Form 01: Request for a Guide from the Regulator \[Regulation 2\]](#)
- [Form 01: Request for a Copy of the Guide from an Information Officer \[Regulations 3\]](#)
- [Form 02: Request for Access to Record \[Regulation 7\]](#)
- [Form 03: Outcome of request and of fees payable \[Regulation 8\]](#)
- [Form 04: Internal Appeal Form \[Regulation 9\]](#)
- [Form 05: Complaint Form \[Regulation 10\]](#)
- [Form 13: PAIA Request for Compliance Assessment Form \[Regulation 14\(1\)\]](#)

Signed by: *Ruan Jacques Prinsloo*

Date: 30-09-2025

