

PAIA MANUAL

Media Coverage SA (Pty) Ltd

90 Koranna Ave, Doringkloof, Centurion, 0157

PROMOTION OF ACCESS TO INFORMATION ACT (PAIA) MANUAL MEDIA COVERAGE SA (PTY) LTD T/A CLIPTRACK MEDIA COVERAGE (Prepared in terms of Section 51 of the Promotion of Access to Information Act 2 of 2000)

1. INTRODUCTION

This manual is prepared in accordance with the requirements of the **Promotion of Access to Information Act (PAIA) 2 of 2000** and the **Protection of Personal Information Act (POPIA) 4 of 2013**. It provides an outline of the records held by **Media Coverage SA (Pty) Ltd t/a CLIPTrack Media Coverage** and the procedures to be followed when requesting access to these records. CLIPTrack Media Coverage is committed to transparency and protecting personal information in compliance with applicable South African laws.

2. COMPANY DETAILS

- **Company Name:** Media Coverage SA (Pty) Ltd t/a CLIPTrack Media Coverage
- **Directors:** Lordwish Langa
- **Physical Address:** 92 Koranna Street, Doringkloof, Centurion, 0157
- **Postal Address:** Same as above
- **Contact Number:** 010 001 7962
- **Email Address:** info@mediacoverage.co.za
- **Website:** www.mediacoverage.co.za

3. INFORMATION OFFICER CONTACT DETAILS

As per Section 51(1)(a) of PAIA, the designated Information Officer is:

- **Information Officer:** Lordwish Langa
- **Contact Email:** info@mediacoverage.co.za
- **Phone:** 010 001 7962
- **Postal Address:** 92 Koranna Street, Doringkloof, Centurion, 0157
The Information Officer is responsible for ensuring compliance with PAIA and facilitating access to records where required.

4. RECORDS AVAILABLE WITHOUT A FORMAL REQUEST

Certain records are automatically available to the public and do not require a formal PAIA request:

- Company profile and marketing materials
- News articles and media reports
- Public announcements and press releases
- General business information available on the company website

5. CATEGORIES OF RECORDS HELD

CLIPTrack Media Coverage holds the following categories of records:

5.1 Company Governance Records

- Company registration documents (CIPC)
- Shareholder agreements
- Board meeting minutes

5.2 Financial & Tax Records

- Annual financial statements
- Tax returns, VAT submissions
- Invoices and billing records

5.3 Human Resource Records

- Employee contracts and payroll records
- Leave applications and employment equity records

5.4 Media Monitoring & Client Data

- News clippings and media reports
- Client subscription agreements
- Communication records with customers and stakeholders

5.5 IT & Security Records

- Cybersecurity policies
- Data protection and privacy policies
- IT asset registers

6. PROCESSING OF PERSONAL INFORMATION (POPIA COMPLIANCE)

As required by **POPIA**, CLIPTrack Media Coverage ensures that personal information is:

- Processed lawfully and transparently.
- Collected for specific and legitimate purposes.
- Not retained for longer than necessary.
- Protected with appropriate security measures.
- **6.1 Purpose of Collecting Personal Information**
- Delivering media monitoring services
- Managing customer relationships and billing
- Compliance with legal and contractual obligations
- **6.2 Data Subjects and Personal Information Collected**
- **Clients & Subscribers:** Names, contact details, company information
- **Employees:** Personal identification and employment records
- **Suppliers & Service Providers:** Business details and agreements
- **6.3 Security Measures**
- Secure data storage with restricted access
- Encryption and cybersecurity protocols
- Confidentiality agreements with third parties

7. PROCEDURE FOR REQUESTING ACCESS TO RECORDS

To request access to a record held by CLIPTrack Media Coverage, the following procedure applies:

Step 1: Submit a Written Request

- Complete the **Prescribed Form C** (available upon request or from the Information Regulator's website).
- Provide sufficient details to identify the requested record.
- Indicate the preferred form of access (inspection, printed copy, digital copy, etc.).
- Submit the completed request to the Information Officer via **email or registered mail**.

Step 2: Processing & Response Time

- The request will be reviewed and a decision made within **30 days**.
- If the request is granted, the requester will be notified accordingly.
- If the request is refused, reasons for refusal will be provided along with appeal options.

8. GROUNDS FOR REFUSAL OF ACCESS TO RECORDS

Access to records may be refused based on:

- Protection of third-party confidential information
- Protection of trade secrets or commercially sensitive data
- Records privileged under legal proceedings
- Information that may compromise the security of the company or individuals

9. RIGHT TO LODGE A COMPLAINT

If a requester is dissatisfied with the response to an access request, they may escalate the matter to the **Information Regulator of South Africa (IRSA)**:

- **Physical Address:** JD House, 27 Stiemens Street, Braamfontein, Johannesburg, 2001
- **Postal Address:** P.O Box 31533, Braamfontein, Johannesburg, 2017
- **Complaints Email:** POPIAComplaints.IR@justice.gov.za
- **General Enquiries Email:** inforeq@justice.gov.za

10. AVAILABILITY OF THIS MANUAL

This PAIA Manual is available for public inspection:

- On the company website (www.mediacoverage.co.za)
- By request from the Information Officer (electronic or printed copy available upon request)
Publication Date: 02 January 2025