



## **WHY IS COMPLYING WITH POPIA SO IMPORTANT?**

Property professionals have had 12 months to get familiar with the new POPI Act and ensure that they comply. So why is complying with POPIA so important?

Some of the penalties of non-compliance are heavy, with fines of up to R10 million in some cases. Anyone convicted in terms of the Act is liable to a fine or imprisonment - varying from less than 12 months to 10 years, depending on the section of the Act contravened – or both imprisonment and a fine.

However, more severe penalties probably lie in the extensive damage to business reputation following a breach of clients' personal information. Estate agents therefore need to be sure to put processes in place to comply with the POPI Act.