



Forever Sure (Pty) Ltd  
Registration No: 2022/330635/07

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## **DIRECT MARKETING POLICY**

### **1. INTRODUCTION**

Forever Sure (Pty) Ltd (“Forever Sure”, “we”, “us”, “our”) provides independent claims assistance, administrative support, and dispute resolution services to individuals in relation to insurance claims.

Forever Sure engages in direct marketing primarily through telephonic communication (cold calling) to prospective clients and may also engage individuals who have responded to online or social media advertising.

Direct marketing activities are conducted in compliance with the Protection of Personal Information Act 4 of 2013 (POPIA), as well as other applicable South African legislation, including:

- Promotion of Access to Information Act 2 of 2000 (PAIA)
- Consumer Protection Act 68 of 2008 (CPA)

This policy outlines how Forever Sure ensures that its direct marketing practices are lawful, fair, and respectful of data subject rights.

### **2. UNDERSTANDING CONSENT IN DIRECT MARKETING**

Forever Sure may initiate direct telephonic contact (cold calls) to prospective clients where permitted by law.

Where direct marketing is conducted via electronic communication (such as SMS, email, or automated calling systems), Forever Sure will:

- Only make one initial contact without prior consent; and
- Obtain explicit consent before any further marketing communication is sent.

**A data subject has the right to:**

- Object to direct marketing at any time; and
- Withdraw previously given consent by notifying Forever Sure.

Upon objection or withdrawal of consent, Forever Sure will immediately cease all direct marketing communications to that individual.

**3. LAWFUL PROCESSING OF PERSONAL INFORMATION**

**Accountability**

Forever Sure ensures compliance with POPIA at all stages of direct marketing and takes responsibility for lawful processing.

**Processing Limitation**

Personal information is processed lawfully, fairly, and limited to what is necessary.

**Purpose Specification**

Personal information is collected solely for marketing Forever Sure’s services and offering claims assistance support.

**Further Processing Limitation**

Personal information will not be processed beyond its original purpose unless permitted.

**Information Quality**

Reasonable steps are taken to ensure personal information is accurate and up to date.

**Openness**

Forever Sure is transparent about how personal information is collected and used.

**Security Safeguards**

Appropriate measures are implemented to protect personal information.

**Data Subject Participation**

Data subjects have rights to access, correct, delete, or object to processing of their personal information.

**4. DIRECT MARKETING PRACTICES**

Telephonic Marketing (Cold Calling)

- Calls are conducted professionally and lawfully.
- The caller identifies Forever Sure and the purpose of the call.
- Data subjects are informed of their right to opt out.

### **Electronic Marketing**

Communications via SMS or email require consent unless permitted by law.

### **Opt-Out Mechanism**

- A clear opt-out option is provided in every interaction.
- Opt-out requests are actioned promptly.

## **5. SYSTEMS AND PROCEDURES**

Calls may be recorded for quality assurance, training, and dispute resolution.

All recordings and personal data are securely stored and accessible only to authorised personnel.

Clients will receive written confirmation of services, disclosures, and terms where applicable.

## **6. DATA RETENTION**

Personal information will only be retained for as long as necessary to fulfil its purpose, comply with legal obligations, or maintain records of consent and objections.

## **7. COMPLAINTS AND CONTACT**

If you wish to object to direct marketing, withdraw consent, or lodge a complaint, please contact:

### **Forever Sure (Pty) Ltd**

012-004-8107

Info@foreversure.co.za

### **Information Officer:**

Fabian Patrick

Email: Fabian@Foreversure.co.za

### **Information Regulator of South Africa:**

Website: [www.inforegulator.org.za](http://www.inforegulator.org.za)

Tel: 010 023 5200

Email: [enquiries@inforegulator.org.za](mailto:enquiries@inforegulator.org.za)