



Fast Forward Marketing

# **PAIA MANUAL**

Prepared in terms of section 51 of the  
Promotion of Access to Information Act  
2 of 2000 (as amended)

DATE OF COMPILATION: 28/03/2024

DATE OF REVISION: 28/03/2024

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## 1. LIST OF ACRONYMS AND ABBREVIATIONS

- 1.1 "CEO" Chief Executive Officer
- 1.2 "DIO" Deputy Information Officer;
- 1.3 "PAIA" Promotion of Access to Information Act No. 2 of 2000  
( as Amended;
- 1.4 "POPIA" Protection of Personal Information Act No.4 of 2013;
- 1.5 "Regulator" Information Regulator
- 1.6 "Republic" Republic of South Africa

## 2. PURPOSE OF PAIA MANUAL

2.1 The purpose of PAIA is to promote the right of access to information, to foster a culture of transparency and accountability within Fast Forward Marketing by giving the right to information that is required for the exercise or protection of any right and to actively promote a society in which the people of South Africa have effective access to information to enable them to exercise and protect their rights.

2.2 In order to promote effective governance of private bodies, it is necessary to ensure that everyone is empowered and educated to understand their rights in relation to public and private bodies.

2.3 Section 9 of the Act recognises that the right to access information cannot be unlimited and should be subject to justifiable limitations, including, but not limited to:

2.3.1. Limitations aimed at the reasonable protection of privacy;

2.3.2. Commercial confidentiality; and

2.3.3. Effective, efficient, and good governance.

- 2.4 This PAIA Manual complies with the requirements of guide mentioned in section 10 of the Act and recognises that upon commencement of the Protection of Personal Information Act 4 of 2013, that the appointed Information Regulator will be responsible to regulate compliance with the Act and its regulations by private and public bodies.

### 3. Description of Fast Forward Marketing

3.1 Fast Forward Marketing is a Digital marketing agency based in Fourways Johannesburg Gauteng. This agency specializes in SEO, PPC, Social Media Marketing and App Development. Fast Forward Marketing or FFRWD was founded by Yoray Narainpersad in the year 2006.

The company has won numerous awards from UK based organizations and pride themselves on their SEO implementation.

### 4. Contact details of the information officer.

#### 4.1. Chief Information Officer

Name: Yoray Narainpersad (CEO)

Tel: 010 085 0058 / 083 799 1899

Email: [yoray@ffrwd.co.za](mailto:yoray@ffrwd.co.za)

#### 4.2. Deputy Information Officer

Name: Shannon Chellan

Tel: 010 085 0058 / 063 457 0403

Email: [shannon@ffrwd.co.za](mailto:shannon@ffrwd.co.za)

#### 4.3 Access to information general contacts

Email: [shannon@ffrwd.co.za](mailto:shannon@ffrwd.co.za) or [yoray@ffrwd.co.za](mailto:yoray@ffrwd.co.za)

#### 4.4 National or Head Office

Postal Address: 1 Montecasino Boulevard. The Pivot,Block E,4th Floor

Physical Address: 1 Montecasino Boulevard, The Pivot, Block E, 4th Floor

Telephone: 010 085 0058

Email: shannon@ffrwd.co.za

Website: <https://ffrwd.co.za/>

#### 5. The Act (Section 51(1) (b))

5.1. The ACT grants a requester access to records of a private body, if the record is required for the exercise or protection of any rights. If a public body lodges a request, the public body must be acting in the public interest.

5.2. Requests in terms of the ACT shall be made in accordance with the prescribed procedures, at the rates provided. The forms and tariff are dealt with in paragraphs 6 and 7 of the Act.

5.3. Requesters are referred to the Guide in terms of Section 10 which has been compiled by the South African Human Rights Commission, which will contain information for the purposes of exercising Constitutional Rights. The Guide is available from the SAHRC.

5.4. The contact details of the Commission are:

Contact body: The South African Human Rights Commission

Physical Address: PAIA Unit 29 Princess of Wales Terrace Cnr York and Andrew Streets Parktown Postal Address: Private Bag 2700, Houghton 2041 Telephone

Number: +27 11 877 3600 E-Mail: PAIA@sahrc.org.za Web Site:

[www.sahrc.org.za](http://www.sahrc.org.za)

#### Information Regulator

Should you prefer further guidance on how to access information under PAIA, you may contact the office of the Information Regulator to ascertain more information. An official guide has been compiled which contains information to assist those persons wishing to exercise their right of access to information in terms of PAIA

as well as POPIA.

These guidelines will be made available by the Information Regulator.

The office of the Information Regulator may be contacted as follows:

The Information Regulator

Postal address:

P.O. Box 31533, Braamfontein, 2017

Street address: JD House,

27 Stiemens Street, Braamfontein, Johannesburg,

2001 E-mail address: <mailto:minforeg@justice.gov.za> Website

address: [www.justice.gov.za/inforeg](http://www.justice.gov.za/inforeg)

## 6. Subjects and Categories of Records Available only on Request to Access in Terms of the Act (Section 51(1) (e))

### 6.1 Records held by Fast Forward Marketing

For the purposes of this clause 7.1, “Personnel” refers to any person who works for, or provides services to, or on behalf of Fast Forward Marketing and receives or is entitled to receive remuneration and any other person who assist in carrying out or conducting the business of Fast Forward Marketing.

This includes, without limitation, directors (executive and non-executive), all permanent, temporary and part-time staff, as well as contract workers.

This clause serves as a reference to the categories of information that Fast Forward Marketing holds. The information is classified and grouped according to records relating to the following subjects and categories: Subject Category

#### Companies Act Records

- Documents of Incorporation;
- Index of names of Directors;
- Memorandum of Incorporation;
- Share certificates; Financial Records
- Asset Registers.
- Policies and procedures;
- Tax Returns Income Tax Records
- Workmen’s Compensation

#### Personnel Documents and Records

- Accident books and records.
- Address Lists;
- Disciplinary Code and Records;
- Forms and Applications;
- Grievance Procedures;
- Leave Records;
- Payroll reports/ Wage register;
- Safety, Health and Environmental records;
- Standard letters and notices

#### Procurement Department

- Standard Terms and Conditions for supply of services and products;

- Contractor, client and supplier agreements;
- Lists of suppliers, products, services and distribution; and
- Policies and Procedures

#### Sales Department

- Customer details
- Information and records provided by a third party

#### Risk Management and Audit

- Audit reports;
- Risk management frameworks; and
- Risk management plans

#### IT Department

- Computer / mobile device usage policy documentation;
- Disaster recovery plans;
- Hardware asset registers;
- Information security policies/standards/procedures;
- Information technology systems and user manuals
- Information usage policy documentation;
- Project implementation plans;
- Software licensing; and
- System documentation and manuals.

6.2. Note that the accessibility of the records may be subject to the grounds of refusal set out in this PAIA manual. Amongst other, records deemed confidential on the part of a third party, will necessitate permission from the third party concerned, in addition to normal requirements, before Fast Forward Marketing will consider access.

### 7. Records Available without a Request to Access in terms of the Act

7.1 Records of a public nature, typically those disclosed on the Fast Forward Marketing website and case studies, 30 min strategy session, SEO resources, information videos may be accessed without the need to submit a formal application.

7.2. Other non-confidential records, such as statutory records maintained at CIPC, may also be accessed without the need to submit a formal application, however, please note that an appointment to view such records will still have to be made with the Information Officer.

## 8. Description of the Records of the Body Which are Available in Accordance with any other Legislation (Section 51(1) (d))

8.1 Where applicable to its operations, Fast Forward Marketing also retains records and documents in terms of the legislation below. Unless disclosure is prohibited in terms of legislation, regulations, contractual agreement or otherwise, records that are required to be made available in terms of these acts shall be made available for inspection by interested parties in terms of the requirements and conditions of the Act; the below mentioned legislation and applicable internal policies and procedures, should such interested parties be entitled to such information. A request to access must be done in accordance with the prescriptions of the Act.

- a) Basic Conditions of Employment Act, No 75 of 1997;
- b) Broad- Based Black Economic Empowerment Act, No 75 of 1997;
- c) Business Act, No 71 of 1991;
- d) Compensation for Occupational Injuries & Diseases Act, 130 of 1993;
- e) Competition Act, No.71 of 2008;
- f) ) Constitution of the Republic of South Africa 2008;
- g) Copyright Act, No 98 of 1978;
- h) Electronic Communications Act, No 36 of 2005;
- i) Electronic Communications and Transactions Act, No 25 of 2002;
- j) Employment Equity Act, No 55 of 1998;
- k) Financial Intelligence Centre Act, No 38 of 2001;
- l) Income Tax Act, No 58 of 1962;
- m) Intellectual Property Laws Amendment Act, No 38 of 1997;
- n) Labour Relations Act, No 66 of 1995;
- o) Occupational Health & Safety Act, No 85 of 1993;
- p) Prescription Act, No 68 of 1969;
- q) Prevention of Organised Crime Act, No 121 of 1998;
- r) Promotion of Access to Information Act, No 2 of 2000;
- s) Protection of Personal Information Act, No. 4 of 2013;
- t) Regulation of Interception of Communications and Provision of Communication Related Information Act 70 of 2002
- u) Unemployment Insurance Contributions Act 4 of 2002;
- v) Unemployment Insurance Act No. 30 of 1966;
- w) Value Added Tax Act 89 of 1991



## 9. Details to Facilitate a Request for Access to a Record of Fast Forward Marketing (Section 51(1) (e))

9.1. The requester must comply with all the procedural requirements contained in the Act relating to the request for access to a record.

9.2. The requester must complete the prescribed form enclosed herewith and submit same as well as payment of a request fee and a deposit (if applicable) to the Information Officer or the Deputy Information Officer at the postal or physical address, fax number or electronic mail address as noted in clause 5 above.

9.3. The prescribed form must be filled in with sufficient information to enable the Information Officer to identify:

- a. the record or records requested; and
- b. the identity of the requester.

9.4. The requester should indicate which form of access is required and specify a postal address or fax number of the requester in the Republic.

9.5. The requester must state that he/she requires the information in order to exercise or protect a right, and clearly state what the nature of the right is so to be exercised or protected. The requester must clearly specify why the record is necessary to exercise or protect such a right (section 53(2)(d)).

9.6. Fast Forward Marketing will process the request within 30 (thirty) days, unless the requester has stated special reasons to the satisfaction of the Information Officer that circumstances dictate that the above time periods not be complied with.

9.7. The requester shall be advised whether access is granted or denied in writing. If, in addition, the requester requires the reasons for the decision in any other manner, the requester will be obliged to state which manner and the particulars required.

9.8. If a request is made on behalf of another person, then the requester must submit proof of the capacity in which the requester is making the request to the reasonable satisfaction of the Information Officer (section 53(2)(f)).

9.9. If an individual is unable to complete the prescribed form because of illiteracy or disability, such a person may make the request orally.

9.10. The requester must pay the prescribed fee before any further processing can take place.

9.11. All information as listed in clause 11 herein should be provided and failing which the process will be delayed until the required information is provided. The prescribed time periods will not commence until the requester has furnished all the necessary and required information. The Information Officer shall sever a record, if possible, and grant only access to that portion requested and which is not prohibited from being disclosed.

## 10. Refusal of Access to Records

### 10.1. Grounds to Refuse Access

10.1.1 A private body such as Fast Forward Marketing is entitled to refuse a request for information.

a. mandatory protection of the privacy of a third party who is a natural person or a deceased person (section 63) or a juristic person, as included in the Protection of Personal Information Act 4 of 2013, which would involve the unreasonable disclosure of personal information of that natural or juristic person.

b. mandatory protection of personal information and for disclosure of any personal information to, in addition to any other legislative, regulatory, or contractual agreements, comply with the provisions of the Protection of Personal Information Act 4 of 2013.

c. mandatory protection of the commercial information of a third party (section 64) if the record contains:

i. trade secrets of the third party;

ii. financial, commercial, scientific, or technical information which disclosure could likely cause harm to the financial or commercial interests of that third party.

iii. information disclosed in confidence by a third party to Fast Forward Marketing if the disclosure could put that third party at a disadvantage in negotiations or commercial competition.

d. mandatory protection of confidential information of third parties (section 65) if it is protected in terms of any agreement.

e. mandatory protection of the safety of individuals and the protection of property (section 66);

f. mandatory protection of records which would be regarded as privileged in legal proceedings (section 67).

10.1.3. Requests for information that are clearly frivolous or vexatious, or which involve an unreasonable diversion of resources shall be refused.

10.1.4. All requests for information will be assessed on their own merits and in accordance with the applicable legal principles and legislation.

10.1.5. If a requested record cannot be found or if the record does not exist, the Information Officer shall, by way of an affidavit or affirmation, notify the requester that it is not possible to give access to the requested record. Such a notice will be regarded as a decision to refuse a request for access to the record concerned for the purpose of the Act. If the record should later be found, the requester shall be given access to the record in the manner stipulated by the requester in the prescribed form, unless the Information Officer refuses access to such record.

#### 11.1. Internal Remedies External Remedies

11.2.1. A requestor that is dissatisfied with the Information Officer's refusal to disclose information, may within 30 (thirty) days of notification of the decision, may apply to a Court for relief.

11.2.2. A third party dissatisfied with the Information Officer's decision to grant a request for information, may within 30 (thirty) days of notification of the decision, apply to a Court for relief. For purposes of the Act, the Courts that have jurisdiction over these applications are the Constitutional Court, the High Court or another court of similar status and a

Magistrate's Court designated by the Minister of Justice and Constitutional Development, and which is presided over by a designated Magistrate.

#### 12. Prescribed Fees (Section 51 (1) (f))

##### 12.1. Fees Provided by the Act

12.1.1. The Act provides for two types of fees, namely:

a. A request fee, which is a form of administration fee to be paid by all requesters except personal requesters, before the request is considered and is not refundable; and

b. An access fee, which is paid by all requesters in the event that a request for access is granted. This fee is inclusive of costs involved by the private body in obtaining and preparing a record for delivery to the requester.

12.1.2. When the request is received by the Information Officer, such officer shall by notice require the requester, other than a personal requester, to pay the prescribed request fee, before further processing of the request (section 54(1)).

12.1.3. If the search for the record has been made and the preparation of the record for disclosure, including arrangement to make it available in the requested form, requires more than the hours prescribed in the regulations for this purpose, the Information Officer shall notify the requester to pay as a deposit the prescribed portion of the access fee which would be payable if the request is granted.

12.1.4. The Information Officer shall withhold a record until the requester has paid the fees as indicated below.

12.1.5. A requester whose request for access to a record has been granted, must pay an access fee that is calculated to include, where applicable, the request fee, the process fee for reproduction and for search and preparation, and for any time reasonably required in

excess of the prescribed hours to search for and prepare the record for disclosure including making arrangements to make it available in the request form.

12.1.6. If a deposit has been paid in respect of a request for access, which is refused, then the Information Officer concerned must repay the deposit to the requester.

### 13. Reproduction Fee

13.1.1 Where Fast Forward Marketing has voluntarily provided the minister with a list of categories of records that will automatically be made available to any person requesting access thereto, the only charge that may be levied for obtaining such records, will be a fee for reproduction of the record in question.

<b>Reproduction of information fees</b>	<b>Fees to be charged</b>
Information in a A4 size page photocopy or part thereof	R 5.00
A printed copy of an A4 size page or part thereof	R 7.50
A copy in computer-readable format, for example: Compact disc	R 70.00
A transcription of visual image, in an A4 size page or part thereof	R 40.00
A copy of visual images	R 60.00
A transcription of an audio record for the an A4 size page or part thereof	R 20.00
A copy of an audio record	R 30.00

### 113.2 Request Fees

Where a requester submits a request for access to information held by an institution on a person other than the requester himself/herself, a request fee in

the amount of R50,00 is payable up-front before the institution will further process the request received.

### 13.3 Access Fees

13.3.1 An access fee is payable in all instances where a request for access to information is granted, except in those instances where payment of an access fee is specially excluded in terms of the Act, or an exclusion is determined by the Minister in terms of section 54(8). The applicable access fees which will be payable are:

12.1.4. The Information Officer shall withhold a record until the requester has paid the fees as indicated below.

12.1.5. A requester whose request for access to a record has been granted, must pay an access fee that is calculated to include, where applicable, the request fee, the process fee for reproduction and for search and preparation, and for any time reasonably required in

excess of the prescribed hours to search for and prepare the record for disclosure including making arrangements to make it available in the request form.

12.1.6. If a deposit has been paid in respect of a request for access, which is refused, then the Information Officer concerned must repay the deposit to the requester.

<b>Reproduction of information fees</b>	<b>Fees to be charged</b>
Information in a A4 size page photocopy or part thereof	R 5.00
A printed copy of an A4 size page or part thereof	R 7.50
A copy in computer-readable format, for example: Compact disc	R 70.00
A transcription of visual image, in an A4 size page or part thereof	R 40.00
A copy of visual images	R 60.00
A transcription of an audio record for the an A4 size page or part thereof	R 20.00
A copy of an audio record *per hour or part of an hour reasonably required for such search	R 30.00

## 14. Decision

### 14.1. Time Allowed to Institution

14.1.1. Fast Forward Marketing will, within 30 (thirty) days of receipt of the request, decide whether to grant or decline the request and give notice with reasons (if required) to that effect.

14.1.2. The 30 (thirty) day period within which Fast Forward Marketing has to decide whether to grant or refuse, the request, may be extended for a further period of not more than (30) thirty days if the request is for a large number of information, or the request requires a search for information held at another office of Fast Forward Marketing and the information cannot reasonably be obtained within the original 30 (thirty) day period.

14.1.3. Fast Forward Marketing will notify the requester in writing should an extension be sought.

## REQUEST FOR ACCESS TO RECORD

[Regulation 7]

Proof of identity must be attached by the requester.

If request made on behalf of another person, proof of such authorization, must be

**TO:** The Information Officer

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Request is made in my own name

Request is made on behalf of another person

<b>PERSONAL INFORMATION</b>		
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Full names			
Identity Number			
Capacity in which request is made (When made on behalf of another person)			
Postal Address			
Street Address			
E-mail Address			
Contact Numbers	Tel. (B):		Facsimile
	Cellular:		
Full names of the person on whose behalf request is made (If applicable):			
Identity Number			

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(Address)

E-mail address:

Fax Number:

Mark with an "X"

Postal Address	
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Street Address			
E-mail Address			
Contact Numbers	Tel. (B)		Facsimile
	Cellular		

**Particulars of record requested**

Provide full particulars of the record to which access is requested, including the reference number if that is known to you, to ensure the record to be located. (If the provided space is inadequate, please continue on a separate page and attach it to this form. All additional pages must be signed.)

Description of record or Relevant part of the Record:	
Reference number, if available	
Any further particulars of record	



<b>TYPE OF RECORD</b> (Mark the applicable box with an “X”)	
Record is written or printed form	
Record comprises virtual images (this includes photographs, slides, video recordings, computer-generated images, sketches, etc)	
Record consists of recorded words or information which can be produced in sound	
Record is held on a computer or in an electronic, or machine-readable form	
<b>FORM OF ACCESS</b> (Mark the applicable box with an “X”)	
Printed copy of record (Including copies of any virtual images, transcriptions and information held on computer or in an electronic or machine-readable form	
Written or printed transcription or virtual images (this includes photographs, slides, video recordings, computer-generated images, sketches, etc)	
Transcription of soundtrack (written or printed document)	
Copy of record on flash drive (including virtual images and soundtrack)	
<b>MANNER OF ACCESS</b> (Mark the applicable box with an “X”)	
Personal inspection of record at registered address of public/private body (including listening to recorded words, information which can be reproduced in sound, or information held on computer or in an electronic machine-readable form)	
Postal services to postal address	
Postal services to street address	
Courier services to street address	
Facsimile of information in written or printed format (Including Transcription)	

E-mail of information (Including soundtrack If possible)	
Cloud share/file transfer	
Preferred language (Note that if the record is not available in the language you prefer, access may be granted in the language in which the record is available)	

**PARTICULARS OF RIGHT TO BE EXERCISED OR PROTECTED**

If the provided spaces is inadequate, please continue on a separate page and attach it to this form. The requester must sign all the additional pages.

Indicate which right is to exercised or protected	
Explain why the record requested is required for exercise or protection of the aforementioned right:	

**FEES**

- a) A request fee must be paid before the request will be considered.
- b) You will be notified of the access fee to be paid.
- c) The fee payable for access to record depends on the form in which access is required and the reasonable time required to search for and prepare a record
- d) If you qualify for exemption of payment of any fee, please state the reason for exemption

Reason	

You will be notified in writing whether your request has been approved or denied and if approved the costs relating to your request, if any.

Please indicate your preferred manner of correspondence:

Postal Address	Facsimile	Electronic communication (please specify)

Sign at \_\_\_\_\_ this \_\_\_\_\_ day of \_\_\_\_\_ 20 \_\_\_\_\_

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Signature of requester / person on whose behalf request is made

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FOR OFFICIAL USE

Reference number:	
Request received by: (State Rank, Name and Surname of information Officer)	
Date Received:	
Indicate which right is to exercised or protected	
Indicate which right is to exercised or protected	

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Signature of Information Officer

## 6. UPDATING OF THE MANUAL

The head of Fast Forward Marketing (PTY) LTD will on a regular basis update this manual.

Issued by

Yoray Narainpersad (CEO)



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CEO of Fast Forward Marketing

## 5. Contact Details of the Deputy Information Officer

5.1. The ACT grants a requester access to records of a private body, if the record is required for the exercise or protection of any rights. If a public body lodges a request, the public body must be acting in the public interest.

5.2. Requests in terms of the ACT shall be made in accordance with the prescribed procedures, at the rates provided. The forms and tariff are dealt with in paragraphs 6 and 7 of the Act.

5.3. Requesters are referred to the Guide in terms of Section 10 which has been compiled by the South African Human Rights Commission, which will contain information for the purposes of exercising Constitutional Rights. The Guide is available from the SAHRC.

5.4. The contact details of the Commission are:

Contact body: The South African Human Rights Commission

Physical Address: PAIA Unit 29 Princess of Wales Terrace Cnr York and Andrew Streets Parktown Postal Address: Private Bag 2700, Houghton 2041 Telephone

Number: +27 11 877 3600 E-Mail: PAIA@sahrc.org.za Web Site:

[www.sahrc.org.za](http://www.sahrc.org.za)

49 200 €

## Information Regulator

Should you prefer further guidance on how to access information under PAIA, you may contact the office of the Information Regulator to ascertain more information. An official guide has been compiled which contains information to assist those persons wishing to exercise their right of access to information in terms of PAIA

as well as POPIA.

These guidelines will be made available by the Information Regulator.

The office of the Information Regulator may be contacted as follows: The Information Regulator

Postal address:

P.O. Box 31533, Braamfontein, 2017

Street address: JD House,

27 Stiemens Street, Braamfontein, Johannesburg,

2001

E-mail address: [infoereg@justice.gov.za](mailto:infoereg@justice.gov.za) Website address: [www.justice.gov.za/infoereg](http://www.justice.gov.za/infoereg)