

**PROMOTION OF ACCESS TO INFORMATION ACT MANUAL i.t.o.
Section 51 of Act no. 2 of 2000**

**MANUAL ON FUNCTIONS OF, INDEX OF and RECORDS HELD BY
EFFECTIVE INTELLIGENCE (PROPRIETARY) LIMITED
(Registration No. 1986/00875/07)
("EI")**

Unit A
Clareview Business Park
236 Lansdowne Road
Claremont
7708

(31st January 2010)

PROMOTION OF ACCESS TO INFORMATION ACT MANUAL
 MANUAL ON FUNCTIONS OF, AND INDEX OF, RECORDS HELD BY
EFFECTIVE INTELLIGENCE (PROPRIETARY) LIMITED
 (“EI”)

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1. INTRODUCTION

EI offers comprehensive software and data solutions for our clients to acquire, expand and maintain sustainable, profitable relationships with customers through the application of technical and analytical information processes to meet specific marketing requirements

1.1 Vision and Mission:

1 - Vision

We aspire to become the recognized leader in transforming data into profitable business intelligence.

2 - Mission

We deliver trusted solutions that satisfy our client's needs and budgets through:

- **Building innovative solutions supporting effective and intelligent business processes that enable and improve decisions**
- **Providing comprehensive and enriched information supporting functional business needs**
- **Developing best practice processes & methodologies to transform data into usable and valuable information**
- **Promoting knowledge transfer in our communications with clients.**

2. STRUCTURE OF ORGANISATION/COMPANY

The company is a subsidiary of Retail Credit Solutions, a company within the Foschini Group.

2.1 Functions and operations of units at EFFECTIVE INTELLIGENCE (PTY) LTD

2.1.1 Board of Directors

J P A S Ardagh	(Managing Director)
R Kew	(director representing shareholder)
S van der Merwe	(director representing shareholder)

2.1.2 Sales Department

The Sales Dept provide a comprehensive range of marketing lists, software tools and IT solutions to facilitate new customer acquisition, retention and business efficiencies.

2.1.3 IT Department

The IT Dept develops software Architecture and tools and maintains the hardware necessary to maintain securely the data stored and the developed software.

2.1.4 Administration Department

The Admin Dept support the accounting, bookkeeping, secretarial, HR and legal functions.

3. LOCATION

EFFECTIVE INTELLIGENCE (PTY)

Physical Address: Unit A Clareview Business Park 236 Lansdowne Road Claremont 7708	Postal Address: PO Box 2175 Clareinch 7740	Phone: +27 21 670 7720 Fax: +27 21 671 5554
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4. INFORMATION OFFICER

The Information officer for **EFFECTIVE INTELLIGENCE (PTY) LTD** is:

Julian Ardagh (Managing Director)

Physical Address: Unit A Clareview Business Park 236 Lansdowne Road Claremont 7708	Postal Address: PO Box 2175 Clareinch 7740	Phone: +27 21 670 7720 Fax: +27 21 671 5554
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5. GUIDE ON HOW TO USE THE ACT

EFFECTIVE INTELLIGENCE (PTY) LTD has a hard copy of this guide at the above address and an electronic version and an hard copy of the Guide can be accessed at <http://www.sahrc.org.za/PAIA%20Guide%20Final.pdf> and

The Research & Documentation Department
South African Human Rights Commission.

Postal address:
Private Bag 2700
HOUGHTON
2041

Telephone: 011 484 8300
Facsimile: 011 484 1360
Website: www.sahrc.org.za

6. LEGISLATION

EFFECTIVE INTELLIGENCE (PTY) LTD holds information in terms of the following legislation:

- a) Basic Conditions of Employment No. 75 of 1997
- b) Companies Act No. 61 of 1973
- c) Compensation for Occupational Injuries and Health Diseases Act No. 130 of 1993
- d) Employment Equity Act No. 55 of 1998
- e) Income Tax Act No. 95 of 1967.
- f) Labour Relations Act No. 66 of 1995
- g) Occupational Health & Safety Act No. 85 of 1993
- h) Skills Development Levies Act No. 9 of 1999.
- i) Skills Development Act No. 97 of 1998
- j) Unemployment Contributions Act No. 4 of 2002
- k) Unemployment Insurance Act No. 63 of 2001
- l) Value Added Tax Act No. 89 of 1991

7. RECORDS HELD BY THE ORGANISATION

7.1 Records Management System

Each of the 3 business units at **EFFECTIVE INTELLIGENCE (PTY) LTD** holds records related to that unit. Where practicable, records are kept in electronic format. Where records cannot be transferred or cannot be converted to electronic form such documents are filed and stored in shelves managed by each unit.

7.2 Categories of records held

Operational Information is generally not accessible to persons outside the company

7.2.1 Administration

- Financial and management reports
- Banking records
- Audited Financial statements and SARS returns.
- Income tax statements
- Files relating to the appointment of staff.
- Insurance
- Work reviews, appraisals, leave forms etc.
- Correspondence with Associations
- Requisitions and Invoices
- Internal phone lists and address lists
- Company policies and procedures
- Budgets, book of accounts, banking and monthly reconciliations
- Audited financial statements and SARS returns
- contracts: staff, clients ,building maintenance, employee records

7.2.2 Sales and IT

- Minutes of marketing, operational and technical meetings
- Order forms and execution of orders
- Lists of clients
- All documentation relating to the software development and operating systems: own copyright and part of competitive advantage.
- Consumer information on databases
- Access protocols to EI server

8. CATEGORIES OF RECORDS AVAILABLE WITHOUT RECOURSE TO THE PROMOTION OF ACCESS TO INFORMATION ACT (PAIA)

EFFECTIVE INTELLIGENCE (PTY) LTD also holds some documents which are already available to the public and records which can be accessible without using PAIA.

Website; www.e-intelligence.com

Advertising and marketing brochures/pamphlets

Letterheads, invoices, telephone directories entries

Press releases and magazine adverts

Companies' registration details at the registrar of Companies office

VAT number

Code of practices of the DMASA

9. ACCESSING RECORDS HELD BY **EFFECTIVE INTELLIGENCE (PTY) LTD** THROUGH PAIA

All requesters should send their requests, on prescribed request forms (attached), to the Information Officer. The process detailed below has been endorsed by the South African Human Rights Commission. (See <http://www.sahrc.org.za/guideline.doc>)

9.1 *The Process*

- a) The requester must use the prescribed form to make the request for access to a record. This must be made to the Information Officer. This request must be made to the address, fax number or electronic mail address of the body concerned.
- b) The requester must provide sufficient detail on the request form to enable the Information Officer to identify the record and the requester. The requester should also indicate which form of access is required. The requester should also indicate if any other manner is to be used to inform the requester and state the necessary particulars to be so informed.
- c) The requester must identify the right that is sought to be exercised or to be protected and provide an explanation of why the requested record is required for the exercise or protection of that right.
- d) If a request is made on behalf of a another person, the requester must then submit proof of the capacity in which the requester is making the request to the satisfaction of the Information Officer.

9.2 Fees:

- a) A requester who seeks access to a record containing personal information about that requester is not required to pay the request fee. Every other requester, who is not a personal requester, must pay the required request fee.
- b) The Information Officer must notify the requester (other than a personal requester) by notice, requiring the requester to pay the prescribed fee (if any) before further processing the request
- c) The fee that the requester must pay to a private body is R50. The requester may lodge an application to the court against the tender or payment of the request fee
- d) After the Information Officer has made a decision on the request, the requester must be notified in the required form.
- e) If the request is granted then a further access fee must be paid for the search, reproduction, preparation and for any time that has exceeded the prescribed hours to search and prepare the record for disclosure

9.3 Prescribed fees

The fees (as per Government Notice No. R. 187) are:

- 1. The fee for a copy of the manual as contemplated in regulation 9(2)(c)¹ is R1,10 for every photocopy of an A4-size page or part thereof.
- 2. The fees for reproduction are as follows:

	R
(a) For every photocopy of an A4-size page or part thereof	1,10
(b) For every printed copy of an A4-size page or part thereof held on a computer or in electronic or machine-readable form	0,75
(c) For a copy in a computer-readable form on -	
(i) stiffy disc	7,50
(ii) compact disc	70,00
(d) (i) For a transcription of visual images, for an A4-size page or part thereof	40,00
(ii) For a copy of visual images	60,00

¹ The Information Officer may, in respect of a copy of the manual or part thereof made available in a manner other than that contemplated in paragraph (a) [of Section 9 of Government Notice No. R. 187, charge the fee prescribed in Item 1 of Part III of Annexure A. (of Government Notice No. R. 187).

- | | | | |
|-----|------|--|-------|
| (e) | (i) | For a transcription of an audio record,
for an A4-size page or part thereof | 20,00 |
| | (ii) | For a copy of an audio record | 30,00 |
3. The request fee payable by a requester, other than a personal requester, referred to in regulation 11(2) is R50,00.
4. The access fees payable by a requester referred to in regulation 11(3) are as follows:
- | | | |
|--------|---|-------|
| | | R |
| (1)(a) | For every photocopy of an A4-size page or part thereof | 1,10 |
| (b) | For every printed copy of an A4-size page or part thereof held on a computer or in electronic or machine-readable form | 0,75 |
| (c) | For a copy in a computer-readable form on - | |
| | (i) stiffy disc | 7,50 |
| | (ii) compact disc | 70,00 |
| (d) | (i) For a transcription of visual images,
for an A4-size page or part thereof | 40,00 |
| | (ii) For a copy of visual images | 60,00 |
| (e) | (i) For a transcription of an audio record,
for an A4-size page or part thereof | 20,00 |
| | (ii) For a copy of an audio record | 30,00 |
| (f) | To search for and prepare the record for disclosure, R30,00 for each hour or part of an hour reasonably required for such search and preparation. | |
- (2) For purposes of section 54(2) of the Act, the following applies:
- | | |
|-----|--|
| (a) | Six hours as the hours to be exceeded before a deposit is payable; and |
| (b) | One third of the access fee is payable as a deposit by the requester. |
- (3) The actual postage is payable when a copy of a record must be posted to a requester.

10. APPEALS

In terms of PAIA [Section 56(3)(c)] a requester may lodge an application with a court, within 30 days of being informed of any decision of an Information Officer of **EFFECTIVE INTELLIGENCE (PTY) LTD** on any request, for relief against the refusal of the request, and the procedure (including the period) for lodging the application.

11. SERVICES OF THE ORGANISATION

For more information on the services of **EFFECTIVE INTELLIGENCE (PTY) LTD** please send your inquiries to:
Julian Ardagh (Managing Director)

Physical Address:
Unit A
Clareview Business Park
236 Lansdowne Road
Claremont
7708

Postal Address:
PO Box 2175
Clareinch
7740

Phone: +27 21 670 7720
Fax: +27 21 671 5554

12. AVAILABILITY OF THE MANUAL

EI's PAIA manual shall be made available to the public for inspection at our offices. A copy of our manual will also be available from the South African Human Rights Commission.

Physical Address:
Unit A
Clareview Business Park
236 Lansdowne Road
Claremont
7708

Postal Address:
PO Box 2175
Clareinch
7740

Phone: +27 21 670 7720
Fax: +27 21 671 5554

13. PAIA FORMS

FORM C

REQUEST FOR ACCESS TO RECORD OF PRIVATE BODY
(Section 53(1) of the Promotion of Access to Information Act, 2000
(Act No. 2 of 2000))

[Regulation 10]

A. Effective Intelligence (Pty) Ltd

Attention: The Information Officer:

Physical Address:

Unit A
Clareview Business Park
236 Lansdowne Road
Claremont
7708

Postal Address:

PO Box 2175
Clareinch
7740

Phone: +27 21 670 7720

Fax: +27 21 671 5554

B. Particulars of person requesting access to the record

- (a) *The particulars of the person who requests access to the record must be given below.*
- (b) *The address and/or fax number in the Republic to which the information is to be sent must be given.*
- (c) *Proof of the capacity in which the request is made, if applicable, must be attached.*

Full names and surname:

Identity number:

Postal address:

Fax number: _____ Telephone number:

E-mail address:

Capacity in which request is made, when made on behalf of another person:

C. Particulars of person on whose behalf request is made

This section must be completed ONLY if a request for information is made on behalf of another person.

Full names and surname:

Identity number:

D. Particulars of record

- (a) *Provide full particulars of the record to which access is requested, including the reference number if that is known to you, to enable the record to be located.*
- (b) *If the provided space is inadequate, please continue on a separate folio and attach it to this form. **The requester must sign all the additional folios.***

1. **Description of record or relevant part of the record:**
2. **Reference number, if available:**
3. **Any further particulars of record:**

E. Fees

- (a) *A request for access to a record, other than a record containing personal information about yourself, will be processed only after a **request fee** has been paid.*
- (b) *You will be notified of the amount required to be paid as the request fee.*
- (c) *The **fee payable for access** to a 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 the payment of any fee, please state the reason for exemption.*

Reason for exemption from payment of fees:

F. Form of access to record

If you are prevented by a disability to read, view or listen to the record in the form of access provided for in 1 to 4 hereunder, state your disability and indicate in which form the record is required.

Disability:	Form in which record is required:
-------------	-----------------------------------

*Mark the appropriate box with an **X**.*
NOTES:
 (a) *Compliance with your request in the specified form may depend on the form in which the record is available.*
 (b) *Access in the form requested may be refused in certain circumstances. In such a case you will be informed if access will be granted in another form.*
 (c) *The fee payable for access to the record, if any, will be determined partly by the form in which access is requested.*

1. If the record is in written or printed form:			
	copy of record*		inspection of record
2. If record consists of visual images (this includes photographs, slides, video recordings, computer-generated images, sketches, etc.):			
	view the images		copy of the images*
			transcription of the images*
3. If record consists of recorded words or information which can be reproduced in sound:			
	listen to the soundtrack (audio cassette)		transcription of soundtrack* (written or printed document)
4. If record is held on computer or in an electronic or machine-readable form:			
	printed copy of record*		printed copy of information derived from the record*
			copy in computer readable form* (stiffy or compact disc)
*If you requested a copy or transcription of a record (above), do you wish the copy or transcription to be posted to you? Postage is payable.			YES
			NO

G. Particulars of right to be exercised or protected

*If the provided space is inadequate, please continue on a separate folio and attach it to this form. **The requester must sign all the additional folios.***

1. Indicate which right is to be exercised or protected:

.....

2. Explain why the record requested is required for the exercise or protection of the aforementioned right:

.....

H. Notice of decision regarding request for access

You will be notified in writing whether your request has been approved/denied. If you wish to be informed in another manner, please specify the manner and provide the necessary particulars to enable compliance with your request.

How would you prefer to be informed of the decision regarding your request for access to the record?

Signed at _____ this _____ day of _____ 20__

SIGNATURE OF REQUESTER / PERSON
ON WHOSE BEHALF REQUEST IS MADE