

**IT POLICIES**

**UCA**

**unitedchicks  
association**



- 1 [Data Protection & Privacy Policy](#)
- 2 [Marketing & Social Media Policy](#)

## 1. PURPOSE

The Data Protection and Privacy Policy outlines how the United Chicks Association (UCA) collects, uses, stores, and protects personal information to ensure compliance with the Protection of Personal Information Act (POPIA) and safeguard the privacy rights of members, donors, and beneficiaries.

## 2. GUIDELINES

### 2.1 Collection and Use of Personal Information

- **Legal Compliance:** UCA will collect and process personal information in accordance with the principles and requirements set forth in POPIA and other applicable data protection laws.
- **Purpose Limitation:** Personal information will be collected for specified, explicit, and legitimate purposes related to UCA's activities, programs, and services.
- **Consent:** Members, donors, and beneficiaries must provide informed consent for the collection, use, and disclosure of their personal information, which will be obtained prior to processing.

### 2.2 Data Security and Confidentiality

- **Security Measures:** UCA will implement appropriate technical and organisational measures to protect personal information against unauthorised access, loss, destruction, or alteration.
- **Access Control:** Access to personal information will be restricted to authorised personnel who require access to perform their duties in accordance with their roles and responsibilities.
- **Confidentiality:** UCA will ensure that personal information remains confidential and will not be disclosed to third parties without the consent of the individual, except where required or permitted by law.

### 2.3 Data Accuracy and Integrity

- **Accuracy:** UCA will take reasonable steps to ensure that personal information collected is accurate, complete, and up-to-date for the purposes for which it is used.
- **Retention Period:** Personal information will be retained only for as long as necessary to fulfil the purposes for which it was collected, unless a longer retention period is required or permitted by law.

### 2.4 Rights of Individuals

- **Access and Correction:** Individuals have the right to access their personal information held by UCA and to request corrections or updates to ensure its accuracy.
- **Withdrawal of Consent:** Individuals may withdraw their consent for the processing of their personal information at any time, subject to legal or contractual restrictions and reasonable notice.

## 2.5 Accountability and Compliance

- **Responsibility:** UCA's board of directors and management are responsible for implementing and monitoring compliance with this Data Protection and Privacy Policy.
- **Training and Awareness:** UCA will provide training and ongoing awareness programs to staff and volunteers involved in handling personal information to ensure understanding of their responsibilities and compliance with data protection principles.

## 3. IMPLEMENTATION AND REVIEW

- **Communication:** This Data Protection and Privacy Policy will be communicated to all stakeholders, including members, donors, beneficiaries, and staff, to ensure awareness and understanding of their rights and obligations regarding personal information.
- **Review and Updates:** UCA will review and update this policy periodically to reflect changes in legal requirements, organisational practices, and advancements in data protection standards.

## 4. ACKNOWLEDGMENT

By adopting and adhering to this Data Protection and Privacy Policy, UCA demonstrates its commitment to protecting the privacy and confidentiality of personal information, promoting trust among stakeholders, and maintaining compliance with applicable data protection laws and regulations.

## 5. CONCLUSION

This policy provides a framework for UCA to responsibly manage and protect personal information, ensuring transparency, security, and respect for privacy rights in all aspects of its operations and interactions with stakeholders.

## 1. PURPOSE

The Marketing and Social Media Policy aims to ensure consistent and effective marketing practices that promote the mission, vision, and values of the United Chicks Association (UCA). This policy outlines guidelines for creating, sharing, and monitoring marketing content across UCA's communication channels.

## 2. GUIDELINES

### 2.1 Sharing of Marketing Content

- **Responsibility:** Members of UCA are encouraged to share approved marketing content to promote UCA's initiatives, events, and member businesses.
- **Guidelines:** Marketing content shared by members must adhere to UCA's brand guidelines and communication protocols, ensuring consistency and professionalism in messaging.

### 2.2 Content Standards

- **Respectful Representation:** All marketing content must be respectful, inclusive, and non-discriminatory, aligning with UCA's commitment to diversity and equality.
- **Mission Alignment:** Marketing materials should reflect UCA's mission of empowering female entrepreneurs and supporting small businesses, emphasising positive impact and community engagement.

### 2.3 Review and Approval

- **Approval Process:** UCA reserves the right to review and approve all marketing content before dissemination to ensure accuracy, compliance with policies, and alignment with organisational goals.
- **Feedback:** Feedback on proposed marketing content will be provided promptly to facilitate necessary revisions and ensure content meets UCA's standards.

### 2.4 Social Media Usage

- **Guidelines:** Members engaging on UCA's official social media platforms must adhere to platform-specific guidelines and community standards, promoting constructive dialogue and interaction.
- **Monitoring:** UCA will monitor social media channels to maintain a respectful and professional online presence, addressing any issues or concerns promptly and appropriately.

### 2.5 Compliance and Enforcement

- **Policy Adherence:** Members are expected to comply with the Marketing and Social Media Policy to maintain UCA's reputation and integrity.
- **Consequences:** Violations of this policy may result in corrective actions, including content removal, suspension of social media privileges, or other disciplinary measures as deemed necessary by UCA's leadership.

### **3. IMPLEMENTATION AND REVIEW**

- **Communication:** The Marketing and Social Media Policy will be communicated to all UCA members, staff, and volunteers involved in marketing activities, ensuring understanding and compliance with established guidelines.
- **Evaluation:** Regular evaluations and updates of the policy will be conducted to align with evolving marketing trends, technology advancements, and feedback from stakeholders.

### **4. ACKNOWLEDGMENT**

By adhering to the Marketing and Social Media Policy, UCA strives to maintain a positive brand image, engage effectively with its audience, and advance its mission of empowering female entrepreneurs and fostering business growth in the community.

### **5. CONCLUSION**

This policy provides clear guidelines for UCA's marketing and social media activities, promoting consistency, professionalism, and alignment with organisational values to enhance visibility and support for its initiatives.

