

SASMEA Privacy Policy

Effective Date: 15 June 2026

Last Updated: 25 June 2026

This Privacy Policy explains how SASMEA collects, uses, stores, shares, and protects your personal information when you visit our website, apply for membership, attend events, participate in programs, use our services, or otherwise interact with us.

SASMEA is committed to protecting your privacy and processing personal information responsibly, transparently, and in accordance with applicable laws, including the Protection of Personal Information Act ("POPIA").

By using the SASMEA website or services, you consent to the collection and use of information as described in this Privacy Policy.

1. Who We Are

SASMEA ("we", "our", "us") is a membership-based organization supporting entrepreneurs, small businesses, medium enterprises, professionals, and business owners through advocacy, networking, education, resources, partnerships, and member services.

Website: www.sasmea.com

2. Information We Collect

We may collect and process the following categories of information:

2.1 Personal Information

- Full name
- Identity or passport number (where required)
- Date of birth
- Gender (optional)
- Nationality
- Business name
- Company registration details
- Job title
- Industry sector
- Physical address
- Postal address
- Email address
- Telephone number
- Mobile number

2.2 Membership Information

- Membership category
- Membership history
- Membership status
- Membership payments
- Event registrations
- Member preferences
- Member engagement history

2.3 Financial Information

Where membership fees are paid, we may collect:

- Payment reference numbers
- Billing information
- Transaction records

For security purposes, SASMEA does not store complete credit card or banking credentials where payment processing is handled by third-party payment providers.

2.4 Website Usage Information

When you visit our website, we may automatically collect:

- IP address
- Browser type
- Device information
- Operating system
- Referring website
- Pages visited
- Time spent on pages
- Website activity and interactions

2.5 Marketing Information

We may collect information relating to:

- Newsletter subscriptions
- Event registrations
- Survey responses
- Promotional campaign participation

- Communication preferences

3. How We Collect Information

Information may be collected:

- Directly from you when registering as a member;
- Through website forms;
- During event registrations;
- Through email communications;
- Through telephone enquiries;
- Through social media interactions;
- Through cookies and website technologies;
- Through publicly available sources where legally permissible;
- Through referrals or business introductions.

4. Why We Collect Information

We collect information to:

- Process membership applications;
- Manage memberships;
- Collect membership fees;
- Provide member benefits and services;
- Facilitate networking opportunities;
- Deliver training, events, and webinars;
- Respond to enquiries;
- Improve our services;
- Conduct research and statistical analysis;
- Send newsletters and updates;
- Promote member opportunities;
- Comply with legal and regulatory obligations;
- Protect our legitimate business interests.

5. Legal Basis for Processing Information

SASMEA processes personal information where:

- You have provided consent;
- Processing is necessary for membership services;

- Processing is necessary to perform contractual obligations;
- Processing is required by law;
- Processing protects legitimate interests of SASMEA or its members;
- Processing is required for lawful organizational activities.

6. Sharing of Information

SASMEA does not sell personal information to third parties.

We may share information with:

- Service providers;
- Payment processors;
- Event partners;
- Training providers;
- Technology providers;
- Professional advisors;
- Auditors;
- Government authorities where legally required;
- Strategic partners offering member benefits.

Information will only be shared where reasonably necessary and subject to appropriate safeguards.

7. Member Directory

Where a member directory is provided as part of membership benefits:

Members may choose to have certain business information displayed, including:

- Name
- Business name
- Industry
- Location
- Contact details
- Website
- Business description

Participation in member directories is voluntary and members may request removal or updates at any time.

8. Marketing Communications

SASMEA may send:

- Newsletters;
- Business updates;
- Event invitations;
- Training announcements;
- Funding opportunities;
- Partner offers;
- Membership notices.

You may unsubscribe from marketing communications at any time by:

- Clicking the unsubscribe link;
- Contacting SASMEA directly; or
- Updating your communication preferences.

Operational communications relating to membership administration may still be sent.

9. Cookies and Website Technologies

Our website may use cookies and similar technologies to:

- Improve user experience;
- Analyze website traffic;
- Remember preferences;
- Improve website functionality;
- Support marketing activities.

Users may disable cookies through browser settings, although certain website functions may be affected.

10. Data Security

SASMEA takes reasonable technical and organizational measures to protect personal information against:

- Unauthorized access;
- Disclosure;
- Alteration;
- Loss;
- Destruction;
- Misuse.

Security measures may include:

- Secure hosting environments;
- Password protection;
- Access controls;
- Firewalls;
- Data encryption where appropriate;
- Staff confidentiality obligations.

No electronic system can be guaranteed to be completely secure. Users provide information at their own risk.

11. Retention of Information

Personal information will be retained only for as long as necessary to:

- Fulfil the purposes outlined in this Policy;
- Maintain membership records;
- Meet legal obligations;
- Resolve disputes;
- Enforce agreements.

Where information is no longer required, it will be securely deleted, anonymized, or destroyed.

12. International Transfers

Where SASMEA works with international service providers, technology platforms, or partners, personal information may be processed outside the borders of the South Africa.

SASMEA will take reasonable steps to ensure appropriate safeguards are in place for such transfers.

13. Your Rights

Subject to applicable laws, you may have the right to:

- Access your personal information;
- Correct inaccurate information;
- Update your information;
- Request deletion of information where legally permissible;
- Object to certain processing activities;
- Withdraw consent;
- Restrict processing in certain circumstances;
- Lodge a complaint with the relevant regulatory authority.

Requests may be submitted using the contact details below.

14. Children's Privacy

SASMEA services are generally intended for adults and business owners.

We do not knowingly collect personal information from children under the age of 18 without appropriate consent from a parent or legal guardian.

15. Third-Party Websites

Our website may contain links to third-party websites, services, or resources.

SASMEA is not responsible for the privacy practices, content, or security of external websites.

Users should review the privacy policies of third-party websites independently.

16. POPIA Rights and Complaints

If you believe SASMEA has processed your personal information unlawfully, you may contact us directly.

You may also lodge a complaint with the:

Information Regulator

Website: [Information Regulator South Africa](#)

17. Changes to this Privacy Policy

SASMEA reserves the right to update this Privacy Policy from time to time.

Any changes will be published on our website and become effective upon publication.

Continued use of SASMEA services after publication constitutes acceptance of the updated Privacy Policy.

18. Contact Us

For questions regarding this Privacy Policy, access requests, corrections, or privacy-related concerns, please contact:

SASMEA

Website: www.sasmea.com

Email: info@sasmea.com

Telephone: + 27 83 778 6992

Information Officer: Howard Johnson

Consent

By using the SASMEA website, applying for membership, attending SASMEA events, or using SASMEA services, you acknowledge that you have read, understood, and agreed to this Privacy Policy and the processing of your personal information as described herein.