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| Company X |
| Opt-In Form Template |
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| Author |

[Under Section 1 of the POPI Act, ‘direct marketing’ means to approach a person, either in person or by mail or electronic communication, for the direct or indirect purpose of (a) promoting or offering to supply, in the ordinary course of business, any goods or services to the person; or (b) requesting the person to make a donation of any kind of any reason. Direct marketing includes methods of approaching consumers such as telesales, in-person communications/door-to-door marketing, email, SMS, fax, wireless computer access and/or any other form of technological communication.]

Name of Data Subject

Opt-in for the following:

Telesales

In-person communication

Door-to-door marketing

Email

SMS

Fax

Wireless Computer Access

All

Signature

Date