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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