PAIA MANUAL OF CHEYMAXIM CREATIVE (PTY) LTD

Prepared and compiled on 01/09/2026 in accordance with Section 51 of the Promotion of Access to Information Act, No 2 of 2000 (as amended).

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List of Acronyms and Abbreviations

TERM	DEFINITION
"Data Subject"	means the person to whom Personal Information relates, as contemplated in terms of section 1 of the POPIA;
"Deputy Information Officer"	means a Deputy Information Officer designated in terms of section 56 of the POPIA;
"Information Officer"	means in the case of a juristic person, (i) the chief executive officer or equivalent officer of the juristic person or any person duly authorised by that officer; or (ii) the person who is acting as such or any person duly authorised by such acting person as contemplated in section 1 of the Act;
"Information Regulator"	means the Information Regulator established in terms of section 39 of POPIA;
"Manual"	means this manual compiled by Cheymaxim Creative (Pty) Ltd in terms of PAIA and POPIA;
"PAIA"	means the Promotion of Access to Information Act, 2 of 2000, including the PAIA regulations, as amended from time to time;
"Personal Information"	means information relating to an identified, or identifiable, living natural person and, where applicable, an identifiable existing juristic person as contemplated in the POPIA;
"Personnel"	means all partners, directors, officers, employees, individual contractors and other personnel of Cheymaxim Creative (Pty) Ltd;
"POPIA"	means the Protection of Personal Information Act, 4 of 2013, including the POPIA regulations, as amended from time to time;
"Processing"	means any operation, activity or set of operations, whether or not by automated means, concerning Personal Information as contemplated in the POPIA;
"Private Body"	means any former or existing juristic person, as contemplated in the Act and POPIA;
"Record"	means a record as contemplated in PAIA and includes Personal Information;
"Requester"	means, in relation to a Private Body, i. any person, including, but not limited to, a public body or an official thereof, making a request for access to a Record of that Private Body; or ii. a person acting on behalf of such person as contemplated in the Act;
"Responsible Party"	means a public or Private Body or any other person which, alone or in conjunction with others, determines the purpose of and means for Processing Personal Information as contemplated in the POPIA;
"Regulator"	Information Regulator

2. Purpose Of PAIA Manual

To promote effective governance of private bodies, it is necessary to ensure that everyone is empowered and educated to understand their rights in terms of PAIA, in order for them to exercise their rights in relation to public and private bodies.

Wherever reference is made to "Private Body" in this manual, it will refer to Cheymaxim Creative (Pty) Ltd.

This PAIA Manual is useful for the public to -

2.1 check the categories of records held by a body which are available without a person having to submit a formal PAIA request;

2.2 have a sufficient understanding of how to make a request for access to a record of the body, by providing a description of the subjects on which the body holds records and the categories of records held on each subject;

2.3 know the description of the records of the body which are available in accordance with any other legislation;

2.4 access all the relevant contact details of the Information Officer and Deputy Information Officer who will assist the public with the records they intend to access;

2.5 know the description of the guide on how to use PAIA, as updated by the Regulator and how to obtain access to it;

2.6 know if the body will process personal information, the purpose of processing of personal information and the description of the categories of data subjects and of the information or categories of information relating thereto;

2.7 know the description of the categories of data subjects and of the information or categories of information relating thereto;

2.8 know the recipients or categories of recipients to whom the personal information may be supplied;

2.9 know if the body has planned to transfer or process personal information outside the Republic of South Africa and the recipients or categories of recipients to whom the personal information may be supplied; and

2.10 know whether the body has appropriate security measures to ensure the confidentiality, integrity and availability of the personal information which is to be processed.

3. Key contact details for access to information of the Private Body:

3.1. Information Officer:

Name: Valeska Heydenrych

Telephone No: (082) 473-4585

E-mail: valeska@cmxm.digital

3.2. Deputy Information Officer

Name: Julia Taylor

Telephone No: (021) 851-2341

E-mail: julia@cmxm.digital

3.3 Access to information general contacts

Email: julia@cmxm.digital

3.4. Head Office

Postal Address: Unit 2, The West Peak, 13 Lourensford Road, Stuart's Hill Cape Town

Physical Address: Unit 2, The West Peak, 13 Lourensford Road, Stuart's Hill Cape Town

Telephone No: (021) 851-2341

E-mail: julia@cmxm.digital

Website: www.cheymaxim.co.za

4. Guide On How To Use PAIA And How To Obtain Access To The Guide

4.1 The Regulator has, in terms of section 10(1) of PAIA, as amended, updated, and made available the revised Guide on how to use PAIA ("Guide"), in an easily comprehensible form and manner, as may reasonably be required by a person who wishes to exercise any right contemplated in PAIA and POPIA.

4.2 The Guide is available in each of the official languages and in braille.

4.3 The aforesaid Guide contains the description of-

4.3.1. the objects of PAIA and POPIA;

4.3.2. the postal and street address, phone and fax number and, if available, electronic mail address of –

4.3.2.1. the Information Officer of every public body, and

4.3.2.2. every Deputy Information Officer of every public and private body designated in terms of section 17(1) of PAIA[1] and section 56 of POPIA[2];

4.3.3. the manner and form of a request for-

4.3.3.1. access to a record of a public body contemplated in section 11[3]; and

4.3.3.2. access to a record of a private body contemplated in section 50[4];

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[1] Section 17(1) of PAIA- *For the purposes of PAIA, each public body must, subject to legislation governing the employment of personnel of the public body concerned, designate such number of persons as deputy information officers as are necessary to render the public body as accessible as reasonably possible for requesters of its records.*

[2] *Section 56(a) of POPIA- Each public and private body must make provision, in the manner prescribed in section 17 of the Promotion of Access to Information Act, with the necessary changes, for the designation of such a number of persons, if any, as deputy information officers as is necessary to perform the duties and responsibilities as set out in section 55(1) of POPIA.*

[3] *Section 11(1) of PAIA- A requester must be given access to a record of a public body if that requester complies with all the procedural requirements in PAIA relating to a request for access to that record; and access to that record is not refused in terms of any ground for refusal contemplated in Chapter 4 of this Part.*

[4] *Section 50(1) of PAIA- A requester must be given access to any record of a private body if-*

a) that record is required for the exercise or protection of any rights;
b) that person complies with the procedural requirements in PAIA relating to a request for access to that record; and
c) access to that record is not refused in terms of any ground for refusal contemplated in Chapter 4 of this Part.

4.3.4. the assistance available from the Information Officer of a public body in terms of PAIA and POPIA;

4.3.5. the assistance available from the Regulator in terms of PAIA and POPIA;

4.3.6. all remedies in law available regarding an act or failure to act in respect of a right or duty conferred or imposed by PAIA and POPIA, including the manner of lodging-

4.3.6.1. an internal appeal;

4.3.6.2.a complaint to the Regulator; and

4.3.6.3. an application with a court against a decision by the information officer of a public body, a decision on internal appeal or a decision by the Regulator or a decision of the head of a private body;

4.3.7. the provisions of sections 14[5] and 51[6] requiring a public body and private body, respectively, to compile a manual, and how to obtain access to a manual;

4.3.8. the provisions of sections 15[7] and 52[8] providing for the voluntary disclosure of categories of records by a public body and private body, respectively;

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[5] *Section 14(1) of PAIA- The information officer of a public body must, in at least three official languages, make available a manual containing information listed in paragraph 4 above.*

[6] *Section 51(1) of PAIA- The head of a private body must make available a manual containing the description of the information listed in paragraph 4 above.*

[7] *Section 15(1) of PAIA- The information officer of a public body, must make available in the prescribed manner a description of the categories of records of the public body that are automatically available without a person having to request access*

[8] *Section 52(1) of PAIA- The head of a private body may, on a voluntary basis, make available in the prescribed manner a description of the categories of records of the private body that are automatically available without a person having to request access*

4.3.9. the notices issued in terms of sections 22[9] and 54[10] regarding fees to be paid in relation to requests for access; and

4.3.10. the regulations made in terms of section 92[11].

4.4 Members of the public can inspect or make copies of the Guide from the offices of the public and private bodies, including the office of the Regulator, during normal working hours.

4.5 The Guide can also be obtained-

4.5.1. upon request to the Information Officer;

4.5.2. from the website of the Regulator (https://inforegulator.org.za/).

4.6 A copy of the Guide is also available in the following two official languages, for public inspection during normal office hours - In English and Afrikaans.

5. Categories Of Records Of The Private Body Which Are Available Without A Person Having To Request Access

Category of records	Types of the Record	Available on Website	Available upon request
Clients		X	X

[9] *Section 22(1) of PAIA- The information officer of a public body to whom a request for access is made, must by notice require the requester to pay the prescribed request fee (if any), before further processing the request.*

[10] *Section 54(1) of PAIA- The head of a private body to whom a request for access is made must by notice require the requester to pay the prescribed request fee (if any), before further processing the request.*

[11] *Section 92(1) of PAIA provides that –"The Minister may, by notice in the Gazette, make regulations regarding-*

(a) any matter which is required or permitted by this Act to be prescribed;

(b) any matter relating to the fees contemplated in sections 22 and 54;

(c) any notice required by this Act;

(d) uniform criteria to be applied by the information officer of a public body when deciding which categories of records are to be made available in terms of section 15; and

(e) any administrative or procedural matter necessary to give effect to the provisions of this Act.

6. Description Of the Records of The Private Body Which Are Available In Accordance With Any Other Legislation

- Basic Conditions of Employment Act 75 of 1997;
- Companies Act 71 of 2008;
- Constitution of South Africa Act 108 of 1996;
- Electronic Communications and Transactions Act 25 of 2000;
- Income Tax Act 58 of 1962;
- Labour Relations Act 66 of 1995;
- Occupational Health and Safety Act 85 of 1993;
- Promotion of Access to Information Act 2 of 2000;
- Protection of Personal Information Act 4 of 2013;
- Financial Intelligence Centre Act 38 of 2001;
- Skills Development Act 97 of 1997;
- Skills Development Levy Act 9 of 1999;
- Unemployment Insurance Contributions Act 04 of 2002;
- Value Added Tax Act 89 of 1991

7. Description Of The Subjects On Which The Body Holds Records And Categories Of Records Held On Each Subject By the Private Body

Subjects on which the body holds records	Categories of records
Strategic Documents, Plans, Proposals	Annual Reports, Strategic Plan, Annual Performance Plan.
Human Resources	- HR policies and procedures - Advertised posts - Employees records - CVs - Payroll - UIF - Leave Records

Digital Marketing	- Logos
Design	- Client personal information (Names, contact numbers, email addresses, etc.) - Media supplied by clients
Development	- Client personal information (Names, contact numbers, email addresses, etc.) - Client website domains

8. Processing Of Personal Information

8.1 Purpose of processing personal information

Categories of Data Subjects	Purpose for processing Personal Information
Employees	- To comply with employment, and other legislation - Disciplinary Proceedings - Manage relationships - Internal Records
Service Providers	- Manage relationships - To comply with legislation - Making payments
Clients	- To provide our services - To comply with legislation

8.2 Description of the categories of Data Subjects and of the information or categories of information relating thereto.

Categories of Data Subjects	Personal Information that may be processed
Customers / Clients	Name, address, registration numbers, VAT number, Email address, contact number, Website details. Physical address and postal address, landline

	number, Payment terms, identity numbers,
Service Providers	Names, registration number, VAT numbers, address, contact person's name and bank details
Employees	Name and Surname, Next of kin Details, Physical address, postal address, gender, Banking details, ID number or passport number, Cellphone number, marital status, Number of dependents, Income tax number

8.3 The recipients or categories of recipients to whom the personal information may be supplied.

Category of personal information	Recipients or Categories of Recipients to whom the personal information may be supplied
Finances, Financial statements	Accountants

8.4 Planned transborder flow of personal information.

We do not transfer information to any country outside of the Republic of South Africa. However, should it become necessary to transfer personal information to another country for any lawful purposes, we will ensure that anyone to whom it passes personal information is subject to a law, binding corporate rules or binding agreement which provides an adequate level of protection, and the third party agrees to treat that personal information with the same level of protection as we are obliged under POPIA.

8.5 General description of information security measures to be implemented by the responsible party to ensure the confidentiality, integrity, and availability of the information.

We at Cheymaxim have the following security measures in place:
https://docs.google.com/document/d/1PzkWYjhPgiUjeLrsYZZaaQDaS7EXOJ1RUpgRxjN_HrY/edit?usp=sharing

9. Request procedure to obtain access to records held by the Private Body

9.1. To access records held by Cheymaxim Creative (Pty) Ltd, the requester must complete Form 2 (Annexure B) and submit it, along with the required request fee and any applicable deposit (as set out in Annexure A), to the Information Officer using the contact details provided.

9.2. The form must include enough detail to identify the record;

9.2.1. the requester's identity;

9.2.2. The preferred method of access, and the reason the information is needed to exercise or protect a specific right

9.3. Requests submitted on behalf of another person must be accompanied by proof of authority.

9.4. Where the requester is unable to complete the form due to illiteracy or disability, the request may be made orally at the address of Cheymaxim Creative (Pty) Ltd.

9.5. Upon receipt of the request, the Information Officer will notify the requester of any fees due and will only proceed once payment has been received.

9.6. If access is granted, additional fees may apply for reproduction or preparation. In cases where access is denied, any deposit paid will be refunded. The requester will be informed of the outcome within 30 days using Form 3 (Annexure C).

10. Availability Of The Manual

10.1. A copy of the manual is available at:

10.1.1. The manual of the Private Body is available at the premises of the Private body as well as on the website www.cheymaxim.co.za of the Private Body.

10.1.2. At the Head Office of Cheymaxim Creative (Pty) Ltd for public inspection during normal business hours

10.1.3. To any person upon request upon the payment of a reasonable prescribed fee.

10.1.4. To the Information Regulator upon request.

10.2. A fee for a copy of the Manual, as contemplated in Annexure B of the Regulations, shall be payable per each A4-size photocopy made.

11. Updating of the Manual

11.1. The head of Cheymaxim Creative (Pty) Ltd will on a regular basis update this manual.

Issued by: Valeska Heydenrych

ANNEXURE A:

The table below sets out the fees applicable to any request for a record of information held by Cheymaxim Creative (Pty) Ltd:

ITEM	DESCRIPTION	AMOUNT
1.	The request fee payable by every requester	R 140.00
2.	Photocopy/printed black-and-white copy of an A4-size page	R 2.00 per page or part thereof
3.	Printed copy of A4-size page	R 2.00 per page or part thereof
4.	For a copy of computer-readable form on: (i) Flash drive (to be provided by the requester) (ii) Compact Disk: a. If provided by requester b. If provided to the requester	R 40.00 R 40.00 R 60.00
5.	For a transcription of visual images per A4-size page	Service to be outsourced. Will depend on quotation from service provider.
6.	For a copy of visual images	
7.	Transcription of an audio record, per A4-size page	R 24.00
8.	For a copy of audio recording on: (i) Flash drive (to be provided by the requester) (ii) Compact Disk: a. If provided by requester b. If provided to the requester	R 40.00 R 40.00 R 60.00
9.	To search for and prepare the record for disclosure, for each hour or part of an hour, excluding the first hour, reasonably required for such search and preparation. Not to exceed a total cost of	R 145.00 R 435.00
10.	Deposit: If search exceeds 6 hours	One third of the amount per request calculated in terms of items 2 to 8.

11.	Postage, email or any other electronic transfer	Actual expense, if any.