

Direct Marketing & Communications Notice

Consent, customer communications and opt-out handling

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1. Channels

See The World Travel may communicate by email, telephone, messaging services or other channels selected by the traveller.

2. Electronic direct marketing

POPIA section 69 generally prohibits unsolicited electronic direct marketing unless the person has consented or the existing-customer conditions apply.

3. Consent requests

Where consent is required, it must be voluntary, specific and informed. A person who has previously withheld the required consent should not be repeatedly approached contrary to POPIA.

4. Existing customers

Where the existing-customer exception applies, the contact details must have been obtained in the context of a sale/service and the communication must concern See The World Travel's own similar services, with a reasonable opportunity to object.

5. 2026 consumer-protection rules

The Information Regulator stated in April 2026 that the Consumer Protection Act Amendment Regulations add protection against unsolicited marketing, while POPIA compliance remains mandatory.

6. Opt-out

Every marketing workflow must make it reasonably easy to object or unsubscribe. Suppression/opt-out records are retained so the preference is respected.

Authoritative references

Protection of Personal Information Act 4 of 2013

<https://www.gov.za/documents/protection-personal-information-act>

Information Regulator statement on the Consumer Protection Act Amendment Regulations 2026 and POPIA direct marketing

<https://inforegulator.org.za/wp-content/uploads/2026/04/MEDIA-STATEMENT-REGULATOR-NOTES-PUBLISHED-GAZETTE-OF-THE-CONSUMER-PROTECT-ACT-AMENDMENT-REGULATIONS-2026.pdf>

Operational publication note: this document is maintained as part of the See The World Travel compliance framework. It should be reviewed when the business model, supplier arrangements, contact channels or applicable law materially change. It does not replace matter-specific legal advice where specialist advice is required.