

ACCOUNTABILITY TO INDIVIDUALS

ACCESS AND CORRECTION

Assure your customers and earn their trust by adopting good data protection practices today!



ACCESS AND CORRECTION OBLIGATION

An organisation shall upon request:

(i) Provide the personal data about the individual that is in its possession or under its control and information about the ways in which that personal data may have been used.

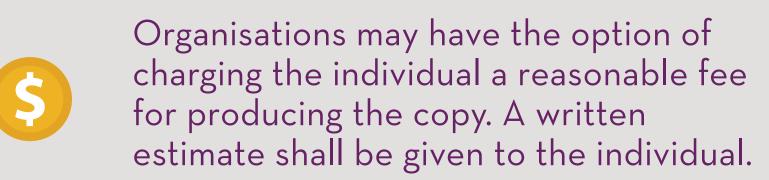
(ii) Correct an error or omission in the individual's personal data that is in the possession or under the control of the organisation.



ACCESS



Offer individuals an opportunity to view the requested data if it cannot be provided in hard copy.







Before responding to an access request, organisations should exercise due diligence and adopt appropriate measures to verify the identity of the requester.





- Upon request, an organisation should correct the personal data as soon as practicable and send the corrected data to organisations to which the data was disclosed. *
- No fee may be levied on the correction of personal data.
- Organisations which are being notified of a correction are required to correct the personal data in their possession or under their control*.

*Organisations should correct any erroneous personal data upon request, unless satisfied on reasonable grounds that the correction should not made. Should an organisation not effect the correction, it should annotate the reasons for its decision.

EXAMPLE

An online retailer receives a request from a customer to update his address (which forms part of the customer's personal data). The retailer decides that there are no reasonable grounds to reject the customer's request and proceeds to correct the customer's address in its database.

The retailer also sends the corrected address to its affiliate which is responsible for servicing the customer's warranty. The affiliate determines that it does not require the corrected address for any legal or business purpose as the customer's warranty has expired. The affiliate therefore decides that a correction should not be made to all its records relating to the customer and makes a note that it has not made the correction.



Being transparent about the use and protection of consumers' personal data reinforces trust.



