

# Will POPI become a dirty word for marketers? - 9 Dec 2013

**Rod Baker**

Content Director at  
Bizcommunity.com

BY ROD BAKER, CONTENT DIRECTOR



Steve Ferguson says that the Protection of Personal Information Act No. 4 of 2013 (POPI) was signed into law in November. It comes at a time when marketing has just entered the promised land of customer profiling, behavioural advertising, big data, and multiple marketing channels. So the question is... will the new law become [a dirty word for marketers?](#)

Danette Breitenbach caught up with Enzo Capobianco, EMEA Market Development Manager at Honeywell, and got his views on mobile - which he reckons will be [the store of the future](#).

Is Sekunjalo Consortium executive chairperson Iqbal Survé on the warpath? One would like to think not, but to some it might seem that way... His Sekunjalo Investments has laid criminal charges against the Sunday Times, its editor Phylisia Oppelt and journalist Bobby Jordan, and on Friday he [fired the Cape Times editor](#).

To end, a gentle note to all those international broadcasters that will be descending in their scores on South Africa. Please note, courtesy of the Independent Communications Authority of South Africa (ICASA), [you will need licences to cover the events around Nelson Mandela's passing](#).

**Rod Baker, Content Director (@Bizcommunity, @Biz\_Marketing)**

PS Take a look at the latest ads in the [Ornico ad showcase](#).

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