

# PAIA MANUAL – FIRST CALL RESOLUTION

## 1. Introduction

This manual is prepared in accordance with the Promotion of Access to Information Act to facilitate access to records held by First Call.

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## 2. Company Details

- Company Name: First Call Resolution Pty Ltd
  - Registration Number: 2020/031120/07
  - Address: 25 Acropolis Street Starwood Phoenix 4068, Durban, South Africa
  - Email: [hello@firstcall.co.za](mailto:hello@firstcall.co.za)
  - Phone: +27 744 487 498
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## 3. Information Officer

Registered with the Information Regulator

- Name: Kiolen Gounden
  - Email: [Kiolen.gounden@firstcall.co.za](mailto:Kiolen.gounden@firstcall.co.za)
  - Phone: +27 744 487 498
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## 4. Description of Business

First Call operates a call centre specialising in outbound customer engagement, lead generation, and referral services within the insurance sector.

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## 5. Categories of Records Held

### 5.1 Customer & Lead Data

- Names and surnames
- Contact details
- Vehicle-related information (where applicable)
- Lead source information
- Communication history

## **5.2 Call Centre Data**

- Call recordings
- Dial logs
- Contact outcomes

## **5.3 Sales Records**

- Referral records to insurers
- Conversion tracking

## **5.4 Employee Records**

- Employment contracts
- HR and payroll records

## **5.5 Financial Records**

- Invoices and payments
- Supplier agreements

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## **6. Source of Personal Information**

Personal information is obtained through:

- Third-party data providers who warrant that such data has been collected and processed in accordance with applicable data protection laws, including consent or lawful justification for direct marketing.
- Customer interactions
- Publicly available sources (where applicable)

All data is processed in accordance with the Protection of Personal Information Act (POPIA).

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## **7. Purpose of Processing**

Personal information is processed for:

- Contacting customers regarding insurance products
- Lead generation and referral services
- Internal record keeping and compliance

Direct marketing activities are conducted in accordance with applicable laws, and customers are provided with the opportunity to opt out of further communication at any time.

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## **8. Data Protection Measures**

First Call implements reasonable technical and organisational measures to protect personal information against loss, unauthorised access, or misuse.

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## **9. Opt-Out Process**

Customers may request to:

- Stop being contacted
- Have their details removed

Personal information is retained only for as long as necessary to fulfil the purpose for which it was collected or as required by law.

Requests can be sent to:  
compliance@firstcall.co.za

All opt-out requests are actioned promptly and recorded in a suppression database to prevent future contact.

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## **10. Call Recording Notice**

Calls may be recorded for:

- Quality assurance
  - Training
  - Compliance purposes
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## **11. Request for Access Procedure**

To request access to records,

Submit a written request to the Information Officer, providing sufficient detail to enable the identification of the requested record such as:

- Full name
- Contact details
- Description of requested records

Customers have the right to:

- Access their personal information
- Request correction
- Request deletion
- Object to processing

Send to: [compliance@firstcall.co.za](mailto:compliance@firstcall.co.za)

Response will be provided within 30 days.

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## **12. Grounds for Refusal**

Access may be refused if:

- It compromises personal privacy
  - It involves confidential business information
  - It is legally restricted
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## **13. Remedies**

If access is denied, the requester may lodge a complaint with the Information Regulator

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## **14. Availability**

This manual is available:

- On request
- On the company website