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**REQUEST FOR PROPOSAL (RFQ/006/2026/27)**

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**REQUEST FOR QUOTATION: THE APPOINTMENT OF A SERVICE PROVIDER TO PROOFREAD  
AND PRINT THE BRAND SOUTH AFRICA 2026/2027 ANNUAL PERFORMANCE PLAN.**

**CLOSING DATE: 27 MAY 2026**

**TIME: 16H00**

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**Brand South Africa**

103 Central Street, Houghton, Gauteng, South Africa |  
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Email: [info@brandsouthafrica.com](mailto:info@brandsouthafrica.com) | Website: [www.brandsouthafrica.com](http://www.brandsouthafrica.com)

**Trustees:** Ms Ipeleng Selele (Chairperson); Ms Zamantungwa Mkosi (Deputy Chairperson); Ms Emy Casaletti-Bwalya; Ms Loretta Jacobus; Ms Rachel Kalidass; Adv Cawekazi Mahlali; Prof Hlengani Mathebula; Mr Jerry Mpufane; Mr Lumko Mtimde; Ms Dzawele Ratshikuni; Mr Bohani Shibambu.

Chief Executive Officer: Mr Neville Matjie



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## 1. INTRODUCTION

Brand South Africa, previously known as the International Marketing Council of South Africa (IMC), was established in 2002 and tasked with leading the global and domestic marketing of our nation's Brand. The primary object of the Trust is to develop and implement a pro-active and coordinated marketing and communication and reputation management strategies for South Africa.

Brand South Africa's international mandate is to build South Africa's Nation Brand reputation in order to improve the country's global competitiveness, reflecting a great focus on driving international investment and trade.

Domestically, Brand South Africa's mandate is to build pride & patriotism amongst South Africans and contribute to social cohesion and nation brand ambassadorship, giving our country a consolidated and clear brand image. This involves the creation of a unified message and promise that becomes identifiable with South Africa, thereby building credibility, conviction and committed patronage.

Brand South Africa is also the central hub of national reputation and competitiveness intelligence. This intelligence is vital for articulating, aligning and mobilising key messages about the nation for the use and benefit of all stakeholders and strategic partners.

## 2. WHO WE ARE

Brand South Africa is a Schedule 3A Public Entity, which was established in terms of the Brand South Africa Trust Deed, which is governed by the Trust Property Control Act No.57 of 1988 and the Public Finance Management Act, No.1 of 1999. The organisation reports to the Department of Communication, from which it receives its budget.

## 3. PURPOSE

The purpose of Brand South Africa is to develop and implement pro-active and coordinated marketing, communication and reputation management strategies for South Africa.

## 4. MISSION

Developing and articulating a South African Nation Brand identity that will advance South Africa's long-term positive reputation and global competitiveness. Seeking the involvement and cooperation of various stakeholders in building awareness and the image of the Nation Brand domestically and internationally. Seeking to build individual alignment to the Nation Brand in South Africa, and pride and patriotism amongst South Africans.

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## 5. SCOPE OF WORK

In with good corporate governance practices and the prescripts of the PFMA and the MoA signed with the Minister in the Presidency, Brand South Africa is required to develop the Annual Performance Plan (APP) covering the next MTEF period to the Executive Authority responsible for that Public Entity six months before the start of the financial year.

Brand South Africa requires the services of a service provider to proofread and print the 2026/2027 Annual Performance Plan. The process will include:

- Layout and design of the APP booklets;
- Proofread the content;
- Printing of 20 copies on gloss and high-quality paper
- High resolution APP and Flipbook for the Brand South Africa website; and
- PowerPoint version of the APP (summary presentation should be handed in an electronic format).

## 6. PROJECT DELIVERABLES:

The Service Provider should have a proven record of writing, editing and proofreading of Annual Performance Plan, as this is paramount. No compromises will be accepted.

The proposal must be accompanied by evidence of previous similar work produced and three “mockups”/samples that are user-friendly, exciting to read and innovative on an annual basis. The Service Provider should have a proven record of editing and proofreading for APP’s, as this is paramount. No compromises will be accepted.

6.1. The Service Provider (if necessary) shall:

- Appoint a highly qualified editor to edit the APP;
- Provide a production process and plan with timeframes;
- Edit the content (Brand South Africa will provide the APP);
- Advise on an appropriate format/layout and design;
- Produce three mock-ups one weeks after being appointed;

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- Professionally structure the design and layout;
- Produce a product of exceptional high standard with marketing magnetism that reflects the Nation Brand;
- Print 20 bound APP's.

## 6.2. Specifications of the APP

- The Service Provider shall produce a high quality A4 size magazine, with glossy paper 300 g/ms with Matt Art
- Inside page - 128gsm with Matt Art
- Ink/ Colour: printed in 4 colours throughout
- Size: 210 x 297 - A4 landscape
- Sectional Tabs -die cut in 5 positions.
- Binding - perfect bound cover
- Quantity must be 60 x 85-page APP's (may use recycled paper).
- 4-page cover
- Matt machine varnish throughout.
- Cover matt laminate one side.
- Dividers tab die cut to shape, max 6mm tab.
- Fold, collate, section sewn, and cover drawn on, dividers to be tipped into book.

## 6.3. Duration

- The first draft (80% complete) must be completed by 19 June 2026
- The first draft (100% complete) must be completed by 26 June 2026
- 1 copy of printed sample to be submitted to Brand South Africa for final checks before the printing of the actual 20 copies by 03 July 2026
- The FINAL printed APP must be completed as an approved document by 17 July 2026
- The project will take place over a 4-week period with no room to extend and specific statutory deadlines are NON-NEGOTIABLE.

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6.4. Role Players (Project Team) for Brand South Africa

- Acting Director: Corporate Services (Project Manager) - for sign off.
- EA: SP&PM

**7. EVALUATION CRITERIA**

**7.1. Mandatory Evaluation**

The service provider shall be automatically disqualified if the following evidence is not presented or responded upon:

NO	Description	Yes	No
1.	The service provider to demonstrate minimum 5 years organisational experience in proof reading and printing of APPs. NB reference letters to be submitted as proof.		
2.	2 samples of the previously APP's proofread and printed.		

In order to facilitate a transparent selection process that allows equal opportunity to all bidders, Brand SA has a Supply Chain Management policy that will be adhered to. Proposals will be evaluated in terms of the prevailing Supply Chain Management policy applicable to Brand SA and it should be noted that proposals will be assessed using the 80/20 formula (preference points system) for Price and Specific Goals as per the PPPFA Regulations.

**Table 2 - Price and Specific Goals**

Table 2 - Price and Specific Goals		
CRITERIA	SUB-CRITERIA	WEIGHTING / POINTS
Price	Detailed budget breakdown	80

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Specific Goals	Specific Goal	20
TOTAL		100

**NB: Price and specific goals points will be calculated as described in the Preferential Procurement Regulations of 2022. SBD 6.1 form must be used to claim points for specific goals for the company. A copy of CSD report and certified copy of B-BBEE certificate or Sworn Affidavit must be submitted as proof of specific goals. When the said documentation is not provided as proof the company will automatically score zero points for specific goals. Brand SA may request further information if clarity is needed.**

## 8. INSTRUCTIONS TO BIDDERS

### a. Terms and Conditions

Brand South Africa reserves, under exceptional circumstances, the rights to extend the closing date. All proposals and all subsequent information received from bidders will not be returned.

The adjudication process does not represent a commitment on the part of the Brand South Africa to proceed further with that proposal or of any other bidder.

The price quoted must be valid for at least 90 days.

### b. Changes to this RFQ document

Brand South Africa reserves the right to make changes on this RFP Document. All changes will be communicated to those firms that have responded to the RFP. No reliance shall be placed on other information or comment from any other person.

### c. Confidentiality

Any information relating to the submissions, through the process or otherwise shall be treated in strict confidence.

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#### d. Other matters

Brand South Africa reserves the right not to enter into any relationship and no correspondence pertaining to submissions will be entered into.

If Brand South Africa does not accept any proposal, it will declare this RFQ call process closed and may then elect to:

- Proceed on a completely different basis; and
- Not to appoint any respondent in the event it deems proposals not appropriate.

Brand South Africa will not accept any responsibility for costs incurred by bidders in preparing and submitting proposals.

Brand South Africa reserves the right to engage in processes to validate all claims made in the proposal.

### 9. PAYMENT STRUCTURE

- a. Brand South Africa undertakes to pay in full within thirty (30) days, all valid claims for work done to its satisfaction upon presentation of a substantiated claim/invoice.
- b. Payment will only be made upon successful completion of the induction training.

### 10. GENERAL

- a. Below are requirements for this service:

It is important to note that the successful bidder will work under the supervision of a Brand South Africa representative, abide by Brand South Africa's Code of Conduct, and other organizational guidelines.

Kindly submit the following document:

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- (SARS Pin Number/ Tax Clearance Certificate).
- National Treasury Central Supplier Database Report.
- Completed and signed SBD forms.
- Completed and signed POPIA PROTECTION OF PERSONAL INFORMATION ACT, 2013 (POPIA)
- Quotation on Company Letterhead

## 11. CONTACT DETAILS FOR INFORMATION

- Further information regarding technical matters can be sent via email to: [Dineo@brandsouthafrica.com](mailto:Dineo@brandsouthafrica.com) or tel: 011 483 0122.
- Further information regarding supply chain matters can be sent via email to [Ntsepengl@brandsouthafrica.com](mailto:Ntsepengl@brandsouthafrica.com) tel: 011 483 0122.

## 12. SUBMISSIONS OF QUOTATIONS

- Quotations should be submitted on or before the **27 May 2026** by no later than **16h00** to the following address: [Ntsepengl@brandsouthafrica.com](mailto:Ntsepengl@brandsouthafrica.com)
- The selection of the qualifying bid/quotations will be at the Brand South Africa's sole discretion. Brand South Africa does not bind itself to accept any particular bid/quotations and reserves the right not to appoint the bidder.

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## BIDDER'S DISCLOSURE

### 1. PURPOSE OF THE FORM

Any person (natural or juristic) may make an offer or offers in terms of this invitation to bid. In line with the principles of transparency, accountability, impartiality, and ethics as enshrined in the Constitution of the Republic of South Africa and further expressed in various pieces of legislation, it is required for the bidder to make this declaration in respect of the details required hereunder.

Where a person/s are listed in the Register for Tender Defaulters and / or the List of Restricted Suppliers, that person will automatically be disqualified from the bid process.

### 2. Bidder's declaration

2.1 Is the bidder, or any of its directors / trustees / shareholders / members / partners or any person having a controlling interest<sup>1</sup> in the enterprise, employed by the state? **YES/NO**

2.1.1 If so, furnish particulars of the names, individual identity numbers, and, if applicable, state employee numbers of sole proprietor/ directors / trustees / shareholders / members/ partners or any person having a controlling interest in the enterprise, in table below.

Full Name	Identity Number	Name of State institution

2.2 Do you, or any person connected with the bidder, have a relationship

<sup>1</sup> the power, by one person or a group of persons holding the majority of the equity of an enterprise, alternatively, the person/s having the deciding vote or power to influence or to direct the course and decisions of the enterprise.

with any person who is employed by the procuring institution? **YES/NO**

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2.2.1 If so, furnish particulars:

.....  
.....

2.3 Does the bidder or any of its directors / trustees / shareholders / members / partners or any person having a controlling interest in the enterprise have any interest in any other related enterprise whether or not they are bidding for this contract? **YES/NO**

2.3.1 If so, furnish particulars:

.....  
.....

**3 DECLARATION**

I, \_\_\_\_\_ the \_\_\_\_\_ undersigned, (name)... in submitting the accompanying bid, do hereby make the following statements that I certify to be true and complete in every respect:

- 3.1 I have read and I understand the contents of this disclosure;
- 3.2 I understand that the accompanying bid will be disqualified if this disclosure is found not to be true and complete in every respect;
- 3.3 The bidder has arrived at the accompanying bid independently from, and without consultation, communication, agreement or arrangement with any competitor. However, communication between partners in a joint venture or consortium<sup>2</sup> will not be construed as collusive bidding.
- 3.4 In addition, there have been no consultations, communications, agreements or arrangements with any competitor regarding the quality, quantity, specifications, prices, including methods, factors or formulas used to calculate prices, market allocation, the intention or decision to submit or not to submit the bid, bidding with the intention not to win the bid and conditions or delivery particulars of the products or services to which this bid invitation relates.
- 3.4 The terms of the accompanying bid have not been, and will not be, disclosed by the bidder, directly or indirectly, to any competitor, prior to the date and time of the official bid opening or of the awarding of the contract.
- 3.5 There have been no consultations, communications, agreements or arrangements made by the bidder with any official of the procuring

<sup>2</sup> Joint venture or Consortium means an association of persons for the purpose of combining their expertise, property, capital, efforts, skill and knowledge in an activity for the execution of a contract.

institution in relation to this procurement process prior to and during the bidding

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process except to provide clarification on the bid submitted where so required by the institution; and the bidder was not involved in the drafting of the specifications or terms of reference for this bid.

- 3.6 I am aware that, in addition and without prejudice to any other remedy provided to combat any restrictive practices related to bids and contracts, bids that are suspicious will be reported to the Competition Commission for investigation and possible imposition of administrative penalties in terms of section 59 of the Competition Act No 89 of 1998 and or may be reported to the National Prosecuting Authority (NPA) for criminal investigation and or may be restricted from conducting business with the public sector for a period not exceeding ten (10) years in terms of the Prevention and Combating of Corrupt Activities Act No 12 of 2004 or any other applicable legislation.

I CERTIFY THAT THE INFORMATION FURNISHED IN PARAGRAPHS 1, 2 and 3 ABOVE IS CORRECT.

I ACCEPT THAT THE STATE MAY REJECT THE BID OR ACT AGAINST ME IN TERMS OF PARAGRAPH 6 OF PFMA SCM INSTRUCTION 03 OF 2021/22 ON PREVENTING AND COMBATING ABUSE IN THE SUPPLY CHAIN MANAGEMENT SYSTEM SHOULD THIS DECLARATION PROVE TO BE FALSE.

.....  
Signature

.....  
Date

.....  
Position

.....  
Name of bidder

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## SBD 6.1

### PREFERENCE POINTS CLAIM FORM IN TERMS OF THE PREFERENTIAL PROCUREMENT REGULATIONS 2022

This preference form must form part of all tenders invited. It contains general information and serves as a claim form for preference points for specific goals.

**NB: BEFORE COMPLETING THIS FORM, TENDERERS MUST STUDY THE GENERAL CONDITIONS, DEFINITIONS AND DIRECTIVES APPLICABLE IN RESPECT OF THE TENDER AND PREFERENTIAL PROCUREMENT REGULATIONS, 2022**

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#### 1. GENERAL CONDITIONS

1.1 The following preference point systems are applicable to invitations to tender:

- the 80/20 system for requirements with a Rand value of up to R50 000 000 (all applicable taxes included); and
- the 90/10 system for requirements with a Rand value above R50 000 000 (all applicable taxes included).

#### 1.2 To be completed by the organ of state

*(delete whichever is not applicable for this tender).*

- a) The applicable preference point system for this tender is the **90/10** preference point system.
- b) The applicable preference point system for this tender is the **80/20** preference point system.
- c) Either the **90/10 or 80/20 preference point system** will be applicable in this tender. The lowest/ highest acceptable tender will be used to determine the accurate system once tenders are received.

1.3 Points for this tender (even in the case of a tender for income-generating contracts) shall be awarded for:

- (a) Price; and
- (b) Specific Goals.

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#### 1.4 To be completed by the organ of state:

The maximum points for this tender are allocated as follows:

	POINTS
PRICE	80
SPECIFIC GOALS	20
<b>Total points for Price and SPECIFIC GOALS</b>	<b>100</b>

- 1.5 Failure on the part of a tenderer to submit proof or documentation required in terms of this tender to claim points for specific goals with the tender, will be interpreted to mean that preference points for specific goals are not claimed.
- 1.6 The organ of state reserves the right to require of a tenderer, either before a tender is adjudicated or at any time subsequently, to substantiate any claim in regard to preferences, in any manner required by the organ of state.

## 2. DEFINITIONS

- (a) **“tender”** means a written offer in the form determined by an organ of state in response to an invitation to provide goods or services through price quotations, competitive tendering process or any other method envisaged in legislation;
- (b) **“price”** means an amount of money tendered for goods or services, and includes all applicable taxes less all unconditional discounts;
- (c) **“rand value”** means the total estimated value of a contract in Rand, calculated at the time of bid invitation, and includes all applicable taxes;
- (d) **“tender for income-generating contracts”** means a written offer in the form determined by an organ of state in response to an invitation for the origination of income-generating contracts through any method envisaged in legislation that will result in a legal agreement between the organ of state and a third party that produces revenue for the organ of state, and includes, but is not limited to, leasing and disposal of assets and concession contracts, excluding direct sales and disposal of assets through public auctions; and
- (e) **“the Act”** means the Preferential Procurement Policy Framework Act, 2000 (Act No. 5 of 2000).

## 3. FORMULAE FOR PROCUREMENT OF GOODS AND SERVICES

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### 3.1. POINTS AWARDED FOR PRICE

#### 3.1.1 THE 80/20 OR 90/10 PREFERENCE POINT SYSTEMS

A maximum of 80 or 90 points is allocated for price on the following basis:

$$\begin{array}{ccc} \mathbf{80/20} & \mathbf{or} & \mathbf{90/10} \\ \\ \mathbf{Ps} = \mathbf{80} \left( \mathbf{1} - \frac{\mathbf{Pt} - \mathbf{P min}}{\mathbf{P min}} \right) & \mathbf{or} & \mathbf{Ps} = \mathbf{90} \left( \mathbf{1} - \frac{\mathbf{Pt} - \mathbf{P min}}{\mathbf{P min}} \right) \end{array}$$

Where

Ps = Points scored for price of tender under consideration

Pt = Price of tender under consideration

Pmin = Price of lowest acceptable tender

### 3.2. FORMULAE FOR DISPOSAL OR LEASING OF STATE ASSETS AND INCOME GENERATING PROCUREMENT

#### 3.2.1. POINTS AWARDED FOR PRICE

A maximum of 80 or 90 points is allocated for price on the following basis:

$$\begin{array}{ccc} \mathbf{80/20} & \mathbf{or} & \mathbf{90/10} \\ \\ \mathbf{Ps} = \mathbf{80} \left( \mathbf{1} + \frac{\mathbf{Pt} - \mathbf{P max}}{\mathbf{P max}} \right) & \mathbf{or} & \mathbf{Ps} = \mathbf{90} \left( \mathbf{1} + \frac{\mathbf{Pt} - \mathbf{P max}}{\mathbf{P max}} \right) \end{array}$$

Where

Ps = Points scored for price of tender under consideration

Pt = Price of tender under consideration

Pmax = Price of highest acceptable tender

## 4. POINTS AWARDED FOR SPECIFIC GOALS

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- 4.1. In terms of Regulation 4(2); 5(2); 6(2) and 7(2) of the Preferential Procurement Regulations, preference points must be awarded for specific goals stated in the tender. For the purposes of this tender the tenderer will be allocated points based on the goals stated in table 1 below as may be supported by proof/ documentation stated in the conditions of this tender:
- 4.2. In cases where organs of state intend to use Regulation 3(2) of the Regulations, which states that, if it is unclear whether the 80/20 or 90/10 preference point system applies, an organ of state must, in the tender documents, stipulate in the case of—
- (a) an invitation for tender for income-generating contracts, that either the 80/20 or 90/10 preference point system will apply and that the highest acceptable tender will be used to determine the applicable preference point system; or
  - (b) any other invitation for tender, that either the 80/20 or 90/10 preference point system will apply and that the lowest acceptable tender will be used to determine the applicable preference point system,
- then the organ of state must indicate the points allocated for specific goals for both the 90/10 and 80/20 preference point system.

**Table 1: Specific goals for the tender and points claimed are indicated per the table below.**

***(Note to organs of state: Where either the 90/10 or 80/20 preference point system is applicable, corresponding points must also be indicated as such.***

***Note to tenderers: The tenderer must indicate how they claim points for each preference point system.)***

The specific goals allocated points in terms of this tender	Number of points allocated (90/10 system) (To be completed by the organ of state)	Number of points allocated (80/20 system) (To be completed by the organ of state)	Number of points claimed (90/10 system) (To be completed by the tenderer)	Number of points claimed (80/20 system) (To be completed by the tenderer)
100% Black owned	N/A	10		
Exempted Micro Enterprise (Annual	N/A	10		

**Brand South Africa**

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Trustees: Ms Ipeleng Selele (Chairperson); Ms Zamantungwa Mkosi (Deputy Chairperson); Ms Emy Casaletti-Bwalya; Ms Loretta Jacobus; Ms Rachel Kalidass; Adv Cawekazi Mahlali; Prof Hlengani Mathebula; Mr Jerry Mpufane; Mr Lumko Mtimde; Ms Dzawele Ratshikuni; Mr Bohani Shibambu.

Chief Executive Officer: Mr Neville Matjie



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Turnover Less than R 10 000 000)				
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**DECLARATION WITH REGARD TO COMPANY/FIRM**

4.3. Name of company/firm.....

4.4. Company registration number: .....

4.5. TYPE OF COMPANY/ FIRM

- Partnership/Joint Venture / Consortium
- One-person business/sole propriety
- Close corporation
- Public Company
- Personal Liability Company
- (Pty) Limited
- Non-Profit Company
- State Owned Company

[TICK APPLICABLE BOX]

4.6. I, the undersigned, who is duly authorised to do so on behalf of the company/firm, certify that the points claimed, based on the specific goals as advised in the tender, qualifies the company/ firm for the preference(s) shown and I acknowledge that:

- i) The information furnished is true and correct;
- ii) The preference points claimed are in accordance with the General Conditions as indicated in paragraph 1 of this form;
- iii) In the event of a contract being awarded as a result of points claimed as shown in paragraphs 1.4 and 4.2, the contractor may be required to furnish documentary proof to the satisfaction of the organ of state that the claims are correct;
- iv) If the specific goals have been claimed or obtained on a fraudulent basis or any of the conditions of contract have not been fulfilled, the organ of state may, in addition to any other remedy it may have –
  - (a) disqualify the person from the tendering process;
  - (b) recover costs, losses or damages it has incurred or suffered as a result of that person’s conduct;
  - (c) cancel the contract and claim any damages which it has suffered as a result of having to make less favourable arrangements due to such

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cancellation;

- (d) recommend that the tenderer or contractor, its shareholders and directors, or only the shareholders and directors who acted on a fraudulent basis, be restricted from obtaining business from any organ of state for a period not exceeding 10 years, after the *audi alteram partem* (hear the other side) rule has been applied; and
- (e) forward the matter for criminal prosecution, if deemed necessary.

<p>.....</p> <p><b>SIGNATURE(S) OF TENDERER(S)</b></p>
<p><b>SURNAME AND NAME:</b> .....</p>
<p><b>DATE:</b> .....</p>
<p><b>ADDRESS:</b> .....</p>

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**PROTECTION OF PERSONAL INFORMATION ACT, 2013 (POPIA)**

I/we as Band South Africa’s potential service provider hereby:

- grant my/our voluntary consent to Brand South Africa to collect, process and use my/our personal information in accordance with the provisions of POPIA;
- confirm that I/we understand and acknowledge that my/our personal information may be used by Brand South Africa in order to discharge its public and/or statutory duties;
- grant our consent to Brand South Africa that my/our personal information may be disclosed to third parties in consistence with Brand South Africa’s statutory duties; and
- confirm that I/we are aware that there may be circumstances during which Brand South Africa will not need my/our express consent to process my/our personal information, such as during litigation or the information is already in the public domain.

Should any of my / our personal information change, I/ we shall promptly inform Brand South Africa by contacting [accounts@brandsouthafrica.com](mailto:accounts@brandsouthafrica.com)

SIGNED AT \_\_\_\_\_ ON THIS \_\_\_\_\_ DAY OF \_\_\_\_\_ 202\_\_\_\_\_

FULL NAMES AND SURNAME: \_\_\_\_\_

CAPACITY OF THE SIGNATORY: \_\_\_\_\_

SIGNATURE: \_\_\_\_\_

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