

FAM ENTERPRISES PAIA MANUAL

Prepared in terms of section 51 of the
Promotion of Access to Information Act 2 of 2000 (as amended)

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Private body: Sole proprietorship

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1. List of acronyms and abbreviations

Term	Meaning
IO	Information Officer
PAIA	Promotion of Access to Information Act 2 of 2000, as amended
POPIA	Protection of Personal Information Act 4 of 2013
Regulator	Information Regulator (South Africa)
Republic	Republic of South Africa

2. Purpose of this PAIA Manual

This Manual is intended to assist members of the public to understand what records FAM Enterprises holds, how access may be requested, and how FAM Enterprises processes and protects personal information. In particular, it enables a person to:

- identify categories of records that are available without a formal PAIA request;
- understand how to request access to records held by FAM Enterprises and the subjects on which records are held;
- identify records created or maintained in accordance with applicable legislation;
- obtain the contact details of the Information Officer responsible for access-to-information requests;
- understand how to obtain the Information Regulator's Guide on how to use PAIA;
- understand the purposes for which FAM Enterprises processes personal information and the categories of data subjects and information involved;
- understand the categories of recipients to whom personal information may be supplied;
- understand planned or existing cross-border processing of personal information; and
- understand, at a general level, the safeguards used to protect personal information.

3. Key contact details for access to information

3.1 Information Officer / Head of the Private Body

Field	Details
Name	Gabi Bayly
Capacity	Sole Proprietor and Information Officer
Telephone	083 284 6754
Email	info@famprods.com

Field	Details
Fax	Not applicable

3.2 Deputy Information Officer

No Deputy Information Officer is currently designated. FAM Enterprises is presently operated by its sole proprietor.

3.3 General contact for access-to-information requests

Email: info@famprods.com

3.4 Principal place of business

Field	Details
Postal address	Unit 103, Block A, Tokai Village Centre, Vans Road, Tokai, Cape Town, 7866, South Africa
Physical address	Unit 103, Block A, Tokai Village Centre, Vans Road, Tokai, Cape Town, 7866, South Africa
Telephone	083 284 6754
Email	info@famprods.com
Website	FAM Enterprises does not currently maintain a standalone website. This Manual is made available through the website of its current operating brand, MÄERENE, at https://maerene.com .

4. Guide on how to use PAIA and how to obtain access to the Guide

The Information Regulator has, in terms of section 10(1) of PAIA, prepared and made available a Guide on how to use PAIA (the “Guide”). The Guide explains the objects of PAIA and POPIA, the manner and form of requests, available assistance, remedies, applicable fees and related procedures.

The Guide is available in each official language and in braille from the Information Regulator. It may also be accessed through the Information Regulator's website.

Requests for access to records of FAM Enterprises should be made using the prescribed PAIA Form 2 and submitted to the Information Officer using the contact details in section 3 of this Manual. A requester must comply with the procedural requirements of PAIA and, for a private body, access is generally available where the record is required for the exercise or protection of a right, subject to applicable grounds of refusal.

For public inspection at the principal place of business, FAM Enterprises will make the Information Regulator's Guide available in English and Afrikaans during normal business hours.

5. Records available without a formal PAIA request

The following records are generally available without the need to submit a formal PAIA request. Availability remains subject to lawful limitations, confidentiality, intellectual-property rights and the protection of personal information.

Category	Examples	How available
Public business and brand information	Business contact details; product and formulation information published for customers; product-use information; pricing and availability information	MÄERENE website or on request
Policies and legal notices	Privacy Policy; Terms & Conditions; Returns & Refunds; Shipping & Delivery; this PAIA Manual	MÄERENE website
Public editorial material	Journal articles and other publicly published informational content	MÄERENE website
Customer-specific service records	Copies of correspondence, order or delivery information relating to the requester, where lawfully releasable	On request, subject to identity verification and applicable law

6. Records available in accordance with other legislation

FAM Enterprises creates and retains records as required by applicable South African legislation, to the extent that each law applies to its activities. These may include:

Category of records	Applicable legislation
PAIA Manual and access-to-information records	Promotion of Access to Information Act 2 of 2000
Information Officer registration, privacy and personal-information records	Protection of Personal Information Act 4 of 2013
Tax, accounting and supporting financial records	Income Tax Act 58 of 1962; Tax Administration Act 28 of 2011
Consumer, sales, returns, complaints and customer-service records	Consumer Protection Act 68 of 2008
Electronic transaction, website and online contracting records	Electronic Communications and Transactions Act 25 of 2002
Cosmetic/product manufacturing and product	Foodstuffs, Cosmetics and Disinfectants Act 54 of 1972

Category of records	Applicable legislation
information records, where applicable	and applicable regulations
Prepacked quantity and measurement records, where applicable	Legal Metrology Act 9 of 2014 and applicable regulations

7. Subjects on which FAM Enterprises holds records

Subject	Categories of records
Corporate and compliance	Business records; Information Officer registration; PAIA Manual; privacy and compliance records; policies; regulatory correspondence
Customers and members	Contact details; account/member identifiers; membership or journey status; preparation/allocation history; order, payment-status, dispatch and delivery records; correspondence and service history; consent and acknowledgement records
Marketing and editorial subscribers	Email address; consent status; consent source and date; unsubscribe/opt-out status and date
Sales and finance	Invoices or payment records; payment references and status; pricing records; refunds; bookkeeping and tax-supporting records
Manufacturing and products	Formulation versions; batch codes; manufacturing dates; quantities; pH and manufacturing observations; product specifications; packaging and quality records
Suppliers and service providers	Supplier contact information; agreements; quotations; invoices; product/raw-material information; service records
Website and systems	Application configuration; access controls; logs and system records; website content; transactional correspondence records; technical and operational documentation
Delivery and fulfilment	Delivery addresses; courier booking, tracking, proof-of-delivery, return and collection records

8. Processing of personal information

8.1 Purposes of processing personal information

FAM Enterprises processes personal information only for legitimate business, contractual, legal and operational purposes, including to:

- administer MĀERENE member and customer accounts and respond to enquiries;
- manage access requests, preparation/allocation journeys, orders, payments, dispatch, delivery, returns and refunds;
- provide transactional and service correspondence;
- manage voluntary marketing/editorial subscriptions and honour opt-out requests;
- maintain financial, tax, manufacturing, quality, traceability and compliance records;
- manage suppliers, couriers, technology providers and other service relationships;
- protect the security and integrity of systems and prevent misuse or fraud;
- comply with legal and regulatory obligations and exercise or defend legal rights; and
- improve and administer the website, member platform and customer experience using proportionate operational information.

8.2 Categories of data subjects and personal information

Data subjects	Personal information that may be processed
Prospective members, members and customers	Name; email address; mobile number; delivery address; account/member identifiers; age confirmation; membership/journey information; preparation/allocation/order history; payment status, reference and amount; correspondence; dispatch/tracking information; source/acquisition information; timestamps and administrative records
Marketing/editorial subscribers	Email address; subscription status; consent source and timestamp; opt-out status and timestamp
Website visitors	Limited technical or platform-generated information such as aggregated visitor or application usage information, where collected by the platform; no third-party behavioural advertising pixels are intentionally used at the date of compilation
Suppliers and service providers	Names; business/contact details; correspondence; quotations; invoices; banking/payment information where necessary; contractual and service records
Correspondents and complainants	Name; contact details; contents of communications; information necessary to investigate and resolve the matter

Data subjects	Personal information that may be processed
Information Officer / sole proprietor	Business contact details and regulatory/compliance records. Personal identity information provided directly to the Information Regulator for statutory registration is not published in this Manual

8.3 Recipients or categories of recipients

Category of information	Recipients or categories of recipients
Member/customer account and operational data	Application, hosting, authentication and infrastructure providers used to operate the MÄERENE platform, including Base44 and relevant authentication services
Payment-related data	Payment service providers selected by the customer or used by FAM Enterprises. FAM Enterprises does not intentionally store full card details, CVV data or online-banking credentials
Delivery information	Courier, delivery, return and collection providers to the extent necessary to fulfil or investigate a delivery
Email and correspondence information	Email delivery, hosting and domain-service providers used to send, receive and route communications
Compliance or legal information	Regulators, public authorities, professional advisers, insurers or law-enforcement bodies where disclosure is required or permitted by law
Supplier/service-provider information	Banks, payment providers, accounting/tax service providers and other service providers as reasonably necessary for business administration

8.4 Planned or existing transborder flows of personal information

Certain application and member-platform data is stored or processed outside South Africa, including in the United States through Base44's infrastructure. Other technology or authentication providers may process information in jurisdictions outside South Africa according to their service infrastructure. Cross-border processing is undertaken only where a lawful basis and appropriate safeguards required by POPIA are intended to apply. FAM Enterprises periodically reviews material service-provider arrangements and privacy disclosures as its systems develop.

8.5 General information-security safeguards

FAM Enterprises applies, or requires relevant service providers to apply, reasonable technical and organisational safeguards appropriate to the nature of the information and the scale of the business. These include, as applicable:

- controlled administrative access and authentication for business systems;
- use of reputable hosted platforms and service providers with role-based or service-role controls where available;
- encrypted web transport (HTTPS/TLS) for online interactions;
- keeping full payment-card and banking credentials outside the MĀERENE application by using payment providers;
- password handling through the authentication platform rather than storing readable passwords in application records;
- data minimisation and separation of marketing consent from necessary transactional/service communications;
- batch, order and correspondence records that support accountability, investigation and traceability;
- provider and account security practices, including restricted access to business mail and administrative tools; and
- incident investigation and notification procedures where a security compromise involving personal information occurs.

9. Availability of this Manual

A copy of this Manual is available free of charge for inspection or electronic access:

- on the MĀERENE website at <https://maerene.com>, through the legal/footer area;
- at the principal place of business of FAM Enterprises during normal business hours, by prior arrangement where reasonably necessary;
- from the Information Officer upon request at info@famprods.com; and
- to the Information Regulator upon request or through the Regulator's eServices facility where uploaded.

Where a printed copy is requested, any fee lawfully prescribed under PAIA and the applicable regulations may be charged.

10. Updating of this Manual

The Information Officer of FAM Enterprises will review and update this Manual when material changes to the business, its records, its processing of personal information, its systems or applicable legal requirements make an update appropriate.

Issued by

Gabi Bayly

Sole Proprietor and Information Officer

FAM Enterprises
1 September 2026

This Manual is intended to satisfy the section 51 PAIA manual requirement for FAM Enterprises as a private body. It should be reviewed if the business structure, contact details, systems, categories of records, service providers or applicable legal requirements materially change.

Reference resources

For current PAIA forms, guides, prescribed procedures and the Information Regulator's private-body manual template, refer to the Information Regulator (South Africa):

[Information Regulator - PAIA resources](#)

[Information Regulator eServices - PAIA Manuals](#)

The prescribed Form 2 for a request for access to a record is available from the Information Regulator's PAIA forms page.