Sales Cadence (Pty) Ltd PAIA Manual

Registration number 2022/452270/07. Trading as Sales Cadence and LekkerWerk AI.

Manual in terms of section 51 of the Promotion of Access to Information Act 2 of 2000 ("PAIA"), including information required by the Protection of Personal Information Act 4 of 2013 ("POPIA"). Date of compilation: 14 October 2026. Updated 27 October 2026 (Information Officer email). This Manual replaces all previous versions.

1. Introduction

This Manual is published in terms of section 51 of PAIA. It helps any person who needs a record held by the Company to exercise or protect a right, and sets out how the Company processes personal information as required by section 51(1)(c) of PAIA read with POPIA.

2. Definitions

In this Manual, unless the context indicates otherwise:

- "Company" means Sales Cadence (Pty) Ltd, including all its trading names.
- "Information Officer" means the person who performs the duties of the head of the Company under PAIA and POPIA.
- "Record" means any recorded information, in any form or medium, in the possession or under the control of the Company, whether or not the Company created it.
- "Request" means a request for access to a Record.
- "Requester" means any person, including a public body or its official, making a Request, and anyone acting on that person's behalf.
- "Regulator" means the Information Regulator (South Africa).

Terms defined in PAIA or POPIA have the same meaning in this Manual.

3. Overview of the Company

Sales Cadence (Pty) Ltd is a private company incorporated in South Africa, founded by Werner Jooste in 2022. It operates under two trading names:

- Sales Cadence (www.salescadence.com): business-to-business outbound sales services, including cold email and LinkedIn outreach, prospect list building and sales consulting.

- LekkerWerk AI (www.lekkerwerk.ai): design, build and operation of AI automations and AI agents for businesses.

The Company is based in South Africa and serves clients in South Africa and internationally.

4. Contact details (section 51(1)(a))

Item	Details
Head of the Company	Werner Jooste, Managing Director
Information Officer	Werner Jooste
Physical address	First Floor, Willowbridge, Carl Cronje Drive, Bellville, Cape Town, 7530
Postal address	Same as physical address
Telephone	+27 79 109 5533
Email for PAIA and POPIA requests	werner@lekkerwerk.ai
Websites	www.salescadence.com, www.lekkerwerk.ai

5. Guide on how to use PAIA (section 51(1)(b))

The Regulator has, in terms of section 10 of PAIA, published a Guide on how to use PAIA and POPIA ("PAIA Guide"), available in each official language and in braille. It explains the objects of PAIA and POPIA, how to request records, the assistance available from Information Officers and the Regulator, the fees payable, and all remedies available, including complaints to the Regulator and applications to court.

The PAIA Guide may be inspected or copied at the Company's office during normal business hours, obtained from the Information Officer on request, or obtained from the Regulator:

Information Regulator (South Africa), Woodmead North Office Park, 54 Maxwell Drive, Woodmead, Johannesburg, 2191. P.O. Box 31533, Braamfontein, Johannesburg, 2017. Telephone: 010 023 5200. Toll free: 0800 017 160. Email: enquiries@inforegulator.org.za. PAIA complaints: PAIAComplaints@inforegulator.org.za. POPIA complaints: POPIAComplaints@inforegulator.org.za. Website: https://inforegulator.org.za

6. Records automatically available (section 52)

The following are available without a Request:

- Content published on the Company's websites, including service descriptions, contact information and marketing material.
- Privacy policies and terms of service for each trading name.
- This Manual.

7. Records available in terms of other legislation (section 51(1)(d))

The Company keeps records in accordance with legislation that applies to it, including: the Companies Act 71 of 2008; the Income Tax Act 58 of 1962; the Value-Added Tax Act 89 of 1991; the Tax Administration Act 28 of 2011; the Basic Conditions of Employment Act 75 of 1997; the Labour Relations Act 66 of 1995; the Employment Equity Act 55 of 1998; the Unemployment Insurance Act 63 of 2001; the Skills Development Levies Act 9 of 1999; the Compensation for Occupational Injuries and Diseases Act 130 of 1993; the Electronic Communications and Transactions Act 25 of 2002; the Consumer Protection Act 68 of 2008 and its regulations; and POPIA.

8. Categories of records held and subject to Request (section 51(1)(e))

Category	Records
Statutory and legal	Incorporation documents, Memorandum of Incorporation, statutory registers and returns, contracts and agreements, licences, registrations with regulators
Human resources	Employment contracts, personnel files, HR policies, disciplinary and grievance records, CCMA records, PAYE, UIF, SDL and COIDA records
Finance and accounting	Accounting records, financial statements, asset register, bank records, tax and VAT returns, invoices and statements of account
Insurance	Policies and claim records
Information technology	Hardware and software registers, licences, IT and security policies, system access logs
Clients	Client register, proposals, statements of work, service agreements, annexures, contracts, correspondence, campaign and performance reports
Outbound services (Sales Cadence)	Prospect lists, campaign copy, sending and response records, opt-out and suppression records, domain and mailbox configuration

Category	Records
Automation (LekkerWerk AI)	Process audits, savings baselines, automation designs and documentation, AI model configurations and prompts, run and monitoring logs
Suppliers	Supplier contracts, operator agreements, invoices and correspondence

9. Processing of personal information (section 51(1)(c) read with POPIA)

9.1 Purposes of processing

- Providing outbound sales, prospecting and consulting services to clients.
- Designing, building and running AI automations and AI agents for clients.
- Marketing the Company's own services to business contacts, in line with section 69 of POPIA.
- Recruiting, employing and managing staff and contractors.
- Managing suppliers, finances, tax, security and legal compliance.

Where the Company processes personal information on a client's instructions, it acts as an operator and the client is the responsible party. Those activities are governed by written operator terms in the Company's client contracts, in terms of section 21 of POPIA.

9.2 Categories of data subjects and their personal information

Data subject	Personal information processed
Clients and their representatives	Names, job titles, contact details, company details, contract, billing and payment information, correspondence
Business prospects	Names, job titles, employer, business email address, business phone number, LinkedIn profile, engagement and response history, opt-out status
People whose data passes through LekkerWerk AI automations	Information held in client systems as needed for the automation, for example customer, supplier or staff names, contact details and transaction records
Employees and job applicants	Identity details, contact details, CVs, qualifications, employment history, remuneration, banking and tax details, performance and disciplinary records
Contractors and suppliers	Names, contact details, company and VAT details, banking details, contracts and invoices

Data subject	Personal information processed
Website visitors	IP address, device and browser data, pages visited, details submitted through forms

9.3 Recipients or categories of recipients

- Cloud email, productivity and hosting providers (for example Google Workspace and Cloudflare).
- Sales data, email sending, email verification and LinkedIn outreach platforms used to deliver outbound services.
- AI model providers (for example OpenAI, Anthropic, Google, Microsoft, xAI and Mistral) and workflow automation platforms.
- The National Consumer Commission and its opt-out registry, for compliance purposes.
- Professional advisers, auditors, accountants, banks and payment providers.
- Regulators, SARS and law enforcement, where the law requires.

9.4 Transborder flows of personal information

Several of the providers above store or process data in the United States, the European Union and other countries. The Company transfers personal information outside South Africa only as permitted by section 72 of POPIA, mainly where the recipient is subject to a law, binding corporate rules or a binding agreement providing protection substantially similar to POPIA, or where the transfer is necessary for the performance of a contract with the data subject. LekkerWerk AI clients may choose local or self-hosted deployments where data must remain in South Africa.

9.5 Security measures

- Multi-factor authentication and role-based, least-privilege access to company and client systems.
- Encryption of data in transit, and storage of credentials in a password manager or the client's own secret store.
- Separate tenants and sending infrastructure per client, and logging of automated processes.
- Written operator terms in client contracts, and confidentiality obligations on staff and contractors.
- Monitoring for security compromises, with notification to the Regulator and data subjects as required by section 22 of POPIA.

10. Request procedure (section 53)

A Request must be made on Form 2 of the PAIA Regulations, available from the Regulator's website or from the Information Officer on request, and sent to the Information Officer at the details in section 4. The Requester must provide enough detail to identify the Record and must state the right to be exercised or protected, and why the Record is required for it. Proof of identity is required, and proof of authority where a Request is made on behalf of another person.

The Company will decide on a Request within 30 days of receipt and give notice of its decision and any fees on Form 3. This period may be extended once by up to 30 days as permitted by section 57 of PAIA. A Request may be refused only on the grounds in Chapter 4 of Part 3 of PAIA.

Data subjects may request confirmation of, access to, correction of or deletion of their own personal information under sections 23 and 24 of POPIA by contacting the Information Officer. Confirmation of whether the Company holds personal information about a person is free of charge.

11. Fees

A request fee of R140 is payable before a Request is processed, unless the Requester is exempt. An access fee may be payable for search, preparation and reproduction of Records, as prescribed in Annexure B to the PAIA Regulations. A deposit may be required where the search is expected to exceed six hours. Banking details are available from the Information Officer.

12. Remedies

There is no internal appeal against a decision of a private body. A Requester or third party dissatisfied with a decision may lodge a complaint with the Regulator on Form 5 within 180 days of the decision, or apply to court within 180 days, in accordance with sections 77A and 78 of PAIA.

13. Availability of this Manual

This Manual is available on www.salescadence.com and linked from www.lekkerwerk.ai (including at /legal/lekkerwerk-paia-manual.pdf and /legal/sales-cadence-paia-manual.pdf); at the Company's office during normal business hours; from the Information Officer on request; and to the Regulator on request. A fee may be charged for printed copies as prescribed. The Company will update this Manual when its information changes.

Signature

Signed at Cape Town on this 14th day of October 2026 (email updated 27 October 2026).

Werner Jooste

Managing Director and Information Officer, Sales Cadence (Pty) Ltd
werner@lekkerwerk.ai