



Most small business websites ask for your details without saying why

We read 187 South African small business websites across ten sectors in Pretoria and Centurion, Johannesburg, Cape Town and Durban. POPIA asks businesses to tell people what they collect and why, before or when they collect it. Most of these websites don't.

68%

of websites that collect customer details have no privacy notice

97 of 142 websites

91%

of contact forms say nothing about privacy

101 of 111 websites with a readable form

69%

of websites that track visitors have no consent tool

65 of 94 websites with tracking

Everything we observed

Collect details but have no privacy notice	68%	97 of 142
Contact form says nothing about privacy at the form	91%	101 of 111
Contact form has no consent tick box	94%	104 of 111
Name no Information Officer	94%	175 of 187
Do not link a PAIA manual	91%	170 of 187
Privacy notice does not mention POPIA	54%	27 of 50
Privacy notice does not mention the Information Regulator	74%	37 of 50
Tracking tools with no consent tool	69%	65 of 94
Do not force the secure https address	19%	35 of 182

Collecting details with no privacy notice, by sector

Guest houses and B&Bs		14 of 15
Beauty salons and spas		14 of 15
Plumbers and electricians		16 of 19
Accountants and bookkeepers		11 of 16
Auto repair and panel beaters		8 of 12
Construction and engineering contractors		6 of 9
Training providers		11 of 17
Medical and dental practices		6 of 10
Attorneys and conveyancers		10 of 17
Estate agents		1 of 12

9 to 19 websites per sector collect details: read these as a pattern, not a precise rate.

Five fixes you can make this week

1. **Publish a privacy notice** and link it in your footer: what you collect, why, who you share it with and how to reach you.
2. **Add one line and a tick box under every form**, such as "I agree that [business] may use my details to reply, as explained in our privacy notice."
3. **Name your Information Officer** (usually the owner) and register them on the Information Regulator's eServices portal.
4. **Ask before you track.** Hold Google Analytics, Google Ads and Meta Pixel back with a cookie banner until visitors agree.
5. **Force the secure address.** Ask your host to forward every http visit to https.

Two scans, one picture. ClearComply's August 2026 scan of 157 business websites found 95% name no Information Officer and 90% link no PAIA manual. We found 94% and 91%.

How we did it

Google Maps listings for ten sectors in four metros, picked at random among businesses with their own website. Directories, social pages, chains and franchise branches left out. 220 attempted, 187 read, 33 could not be read.

Up to four public pages per site: robots.txt, homepage, contact page and privacy notice. Our crawler identified itself, respected robots.txt, submitted no forms and kept no personal information.

Hand check: the scanner agreed with a person on 207 of 210 findings (98.6%).

Observations, not legal findings. Totals only: no business is named. Our own website passes every check. General information, not legal advice.