How do we find you when we need to find you?

Development in South African GEO locations
Are you using the correct geolocation for your business challenges?

RICA | FICA | POPI | Compliance | Profiling | Etc.
Question #1

If I have multiple addresses for one person?

Does it mean that it is incorrect?
Stand 2063, Irene Ext 49
Stand 2063, Irene Farm Villages
2063 Sussex Place, Irene Farm Villages
14 Sussex Place, Irene Ext 49
14 Sussex Place, Irene Farm Villages
Private Bag x 1
Irene Farm Villages
Stand 2063
Pierre van Ryneveld

SG_Code: T0JR01140000206300000
Erf 2063 Portion 0
Min_Region Irene
Maj_Region JR
If you have a geolocation (coordinates), does it mean that it is accurate enough?
Accurate Erf – Portion Level:
The coordinate is located within the correct property boundary.
Accurate Erf – Portion Level: The coordinate is located in the vicinity of the correct property boundary.
Street Corner:
The coordinate is the intersection of two given crossing streets.
Within 5 of Street Number:
The coordinate is located within an address range of the street.
Street Name and Suburb
The coordinate is located within the correct street boundary.
SG Town:
The coordinate is located within the proclaimed town, Irene Ext. 49
Suburb:
The coordinate provided is to the centre of the suburb boundary, within Irene Farm Villages.
<table>
<thead>
<tr>
<th>Level</th>
<th>Technical Description</th>
<th>Communication Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Accurate Erf – Portion Level</td>
<td>The coordinate is located within the correct property boundary.</td>
</tr>
<tr>
<td>2</td>
<td>Erf Level</td>
<td>The coordinate is located in the vicinity of the correct property boundary.</td>
</tr>
<tr>
<td>3</td>
<td>Street Corner</td>
<td>The coordinate is the intersection of two given crossing streets.</td>
</tr>
<tr>
<td>4</td>
<td>Within 5 of Street Number</td>
<td>The coordinate is located within an address range of the street.</td>
</tr>
<tr>
<td>5</td>
<td>Street Name and Suburb</td>
<td>The coordinate is located within the correct street boundary.</td>
</tr>
</tbody>
</table>
## Confidence Levels

<table>
<thead>
<tr>
<th>Level</th>
<th>Technical Description</th>
<th>Communication Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>6</td>
<td>SG Town</td>
<td>The coordinate is located within the proclaimed town, i.e. Moreleta Park Ext 2.</td>
</tr>
<tr>
<td>7</td>
<td>Suburb</td>
<td>The coordinate provided is to the centre of the suburb boundary, within the specified town.</td>
</tr>
<tr>
<td>8</td>
<td>Place name / Town / Postal Region / SAF Name / Farm</td>
<td>The coordinate provided is located within the vicinity of the place name / town / postal region /SAF name and Farm.</td>
</tr>
<tr>
<td>9</td>
<td>Municipalities / District Council</td>
<td>The coordinate is to the centre of the municipality or district boundary.</td>
</tr>
<tr>
<td>10</td>
<td>Province</td>
<td>The coordinate is to the centre of the specified province.</td>
</tr>
</tbody>
</table>
Question #3

Which geolocation (coordinates) can I use when profiling my client?

Why do I need to find you?
Distribution of my Customer Locations
Profiling using Population Density
Profiling using **Drive Time Bands**
ISO & SABS
Compliant addresses
Thank you.
Contact Us

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