PPM ATTORNEYS ANNUAL TECH LAW SEMINAR

Programme Overview

09:00 – 10:00 | Registration & Networking Breakfast

Meet fellow legal professionals, regulators, and industry leaders over breakfast.

10:00– 10:10 | Opening Remarks

Senelo Thaba, Legal Intern, PPM Attorneys

Welcome, event overview and game introduction.

10:10 – 10:30 | Session 1: Is Your Marketing Team Breaking the Law? The New Rules on Spam and Direct Marketing

Tshimangadzo Nengovhela, Associate, PPM Attorneys

- Can your business lawfully use its marketing database to contact prospective customers? Explore electronic communications, consent and compliance with the Protection of Personal Information Act (POPIA) and the Consumer Protection Act (CPA).

10:35 – 11:00 | Session 2: AI Gone Wrong: Who Is Legally Responsible When AI Makes the Decision?

Nokwanda Mkhize & Luyanda Maema, Candidate Legal Practitioners, PPM Attorneys

- When employees use AI and something goes wrong, where does responsibility sit? Explore AI governance, internal AI policies, employee use of AI, contracts, risk and accountability.

11:05 – 11:50 | Session 3: Panel & Audience Q&A

Lucien Pierce, Director, PPM Attorneys; **Nerushka Bowan**, Founder of L.I.T.T Institute; **Odwa Mjezu**, General Counsel at L'Oreal South Africa and Sub-Saharan Africa; **Prof Sizwe Snail ka Mtuze**, Attorney at Snail Attorneys & Professor of Cyber Law

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11:50 – 12:00 | Tea Break

12:00 – 12:40 | Session 4: Buying Data to Train AI: What Are You Really Getting? Commercial and regulatory considerations in transactions to buy data used to train large language models (LLMs)—lessons from the Spirit Airlines and Google LLC transaction

Lucien Pierce, Director, PPM Attorneys

- What should businesses consider before acquiring a company with the intention of licensing or selling anonymised datasets to AI developers and technology companies? Explore data asset ownership, POPIA compliance, anonymisation requirements, intellectual property rights, third-party data restrictions, onward commercialisation rights, data subject risks and the commercial value of data assets.

12:40 – 13:10 | Lunch Break

13:15 – 13:45 | Session 5: South Africa's Satellite Race: Has Amazon Leo / Herotel Outmanoeuvred Starlink? Market-entry lessons and an update on South Africa's Draft Space Industry Regulatory Bill, 2026

Lucien Pierce, Director, PPM Attorneys

- What should businesses consider before investing in or partnering on satellite connectivity? Explore space regulation, satellite infrastructure, South Africa's B-BBEE licensing requirements, data considerations and commercial opportunities.

13:50 – 14:00 | Prizes, Closing Remarks and Networking

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