

is necessary for the purposes for which the personal data is processed. Personal data may be stored for longer periods insofar as the personal data will be processed solely for archiving purposes in the public interest, scientific or historical research purposes, or statistical purposes, subject to implementation of the appropriate technical and organisational measures required by the GDPR in order to safeguard the rights and freedoms of the data subject.

- 2.6 Processed in a manner that ensures appropriate security of the personal data, including protection against unauthorised or unlawful processing and against accidental loss, destruction, or damage, using appropriate technical or organisational measures.

3. The Rights of Data Subjects

The GDPR sets out the following rights applicable to data subjects (please refer to the parts of this policy indicated for further details):

- 3.1 The right to be informed (Part 12).
- 3.2 The right of access (Part 13);
- 3.3 The right to rectification (Part 14);
- 3.4 The right to erasure (also known as the 'right to be forgotten') (Part 15);
- 3.5 The right to restrict processing (Part 16);
- 3.6 The right to data portability (Part 17);
- 3.7 The right to object (Part 18); and
- 3.8 Rights with respect to automated decision-making and profiling (Parts 19 and 20).

4. Lawful, Fair, and Transparent Data Processing

- 4.1 The GDPR seeks to ensure that personal data is processed lawfully, fairly, and transparently, without adversely affecting the rights of the data subject. The GDPR states that processing of personal data shall be lawful if at least one of the following applies:
 - 4.1.1 The data subject has given consent to the processing of their personal data for one or more specific purposes;
 - 4.1.2 The processing is necessary for the performance of a contract to which the data subject is a party, or in order to take steps at the request of the data subject prior to entering into a contract with them;
 - 4.1.3 The processing is necessary for compliance with a legal obligation to which the data controller is subject;
 - 4.1.4 The processing is necessary to protect the vital interests of the data subject or of another natural person;
 - 4.1.5 The processing is necessary for the performance of a task carried out in the public interest or in the exercise of official authority vested in the data controller; or
 - 4.1.6 The processing is necessary for the purposes of the legitimate interests pursued by the data controller or by a third party, except where such interests are overridden by the fundamental rights and freedoms of the

data subject which require protection of personal data, in particular where the data subject is a child.

- 4.2 If the personal data in question is “special category data” (also known as “sensitive personal data”) (for example, data concerning the data subject’s race, ethnicity, politics, religion, trade union membership, genetics, biometrics (if used for ID purposes), health, sex life, or sexual orientation), at least one of the following conditions must be met:
- 4.2.1 The data subject has given their explicit consent to the processing of such data for one or more specified purposes (unless EU or EU Member State law prohibits them from doing so);
 - 4.2.2 The processing is necessary for the purpose of carrying out the obligations and exercising specific rights of the data controller or of the data subject in the field of employment, social security, and social protection law (insofar as it is authorised by EU or EU Member State law or a collective agreement pursuant to EU Member State law which provides for appropriate safeguards for the fundamental rights and interests of the data subject);
 - 4.2.3 The processing is necessary to protect the vital interests of the data subject or of another natural person where the data subject is physically or legally incapable of giving consent;
 - 4.2.4 The data controller is a foundation, association, or other non-profit body with a political, philosophical, religious, or trade union aim, and the processing is carried out in the course of its legitimate activities, provided that the processing relates solely to the members or former members of that body or to persons who have regular contact with it in connection with its purposes and that the personal data is not disclosed outside the body without the consent of the data subjects;
 - 4.2.5 The processing relates to personal data which is clearly made public by the data subject;
 - 4.2.6 The processing is necessary for the conduct of legal claims or whenever courts are acting in their judicial capacity;
 - 4.2.7 The processing is necessary for substantial public interest reasons, on the basis of EU or EU Member State law which shall be proportionate to the aim pursued, shall respect the essence of the right to data protection, and shall provide for suitable and specific measures to safeguard the fundamental rights and interests of the data subject;
 - 4.2.8 The processing is necessary for the purposes of preventative or occupational medicine, for the assessment of the working capacity of an employee, for medical diagnosis, for the provision of health or social care or treatment, or the management of health or social care systems or services on the basis of EU or EU Member State law or pursuant to a contract with a health professional, subject to the conditions and safeguards referred to in Article 9(3) of the GDPR;
 - 4.2.9 The processing is necessary for public interest reasons in the area of public health, for example, protecting against serious cross-border threats to health or ensuring high standards of quality and safety of health care and of medicinal products or medical devices, on the basis of EU or EU Member State law which provides for suitable and specific measures to safeguard the rights and freedoms of the data subject (in particular, professional secrecy); or

4.2.10 The processing is necessary for archiving purposes in the public interest, scientific or historical research purposes, or statistical purposes in accordance with Article 89(1) of the GDPR based on EU or EU Member State law which shall be proportionate to the aim pursued, respect the essence of the right to data protection, and provide for suitable and specific measures to safeguard the fundamental rights and the interests of the data subject.]

5. **Specified, Explicit, and Legitimate Purposes**

5.1 The Company collects and processes the personal data set out in Part 21 of this Policy. This includes:

5.1.1 Personal data collected directly from data subjects.] **OR ; and]**

5.1.2 Personal data obtained from third parties.]

5.2 The Company only collects, processes, and holds personal data for the specific purposes set out in Part 21 of this Policy (or for other purposes expressly permitted by the GDPR).

5.3 Data subjects are kept informed at all times of the purpose or purposes for which the Company uses their personal data. Please refer to Part 12 for more information on keeping data subjects informed.

6. **Adequate, Relevant, and Limited Data Processing**

The Company will only collect and process personal data for and to the extent necessary for the specific purpose or purposes of which data subjects have been informed (or will be informed) as under Part 5, above, and as set out in Part 21, below.

7. **Accuracy of Data and Keeping Data Up-to-Date**

7.1 The Company shall ensure that all personal data collected, processed, and held by it is kept accurate and up-to-date. This includes, but is not limited to, the rectification of personal data at the request of a data subject, as set out in Part 14, below.

7.2 The accuracy of personal data shall be checked when it is collected and at regular intervals thereafter. If any personal data is found to be inaccurate or out-of-date, all reasonable steps will be taken without delay to amend or erase that data, as appropriate.

8. **Data Retention**

8.1 The Company shall not keep personal data for any longer than is necessary in light of the purpose or purposes for which that personal data was originally collected, held, and processed.

8.2 When personal data is no longer required, all reasonable steps will be taken to erase or otherwise dispose of it without delay.

8.3 For full details of the Company's approach to data retention, including retention periods for specific personal data types held by the Company, please refer to our Data Retention Policy.

- 11.2.5 The parties (internal and/or external) who are to be consulted;
- 11.2.6 The necessity and proportionality of the data processing with respect to the purpose(s) for which it is being processed;
- 11.2.7 Risks posed to data subjects;
- 11.2.8 Risks posed both within and to the Company; and
- 11.2.9 Proposed measures to minimise and handle identified risks.

12. Keeping Data Subjects Informed

- 12.1 The Company shall provide the information set out in Part 12.2 to every data subject:
 - 12.1.1 Where personal data is collected directly from data subjects, those data subjects will be informed of its purpose at the time of collection; and
 - 12.1.2 Where personal data is obtained from a third party, the relevant data subjects will be informed of its purpose:
 - a) if the personal data is used to communicate with the data subject, when the first communication is made; or
 - b) if the personal data is to be transferred to another party, before that transfer is made; or
 - c) as soon as reasonably possible and in any event not more than one month after the personal data is obtained.
- 12.2 The following information shall be provided:
 - 12.2.1 Details of the Company including, but not limited to, the identity of its Data Protection Officer;
 - 12.2.2 The purpose(s) for which the personal data is being collected and will be processed (as detailed in Part 21 of this Policy) and the legal basis justifying that collection and processing;
 - 12.2.3 Where applicable, the legitimate interests upon which the Company is justifying its collection and processing of the personal data;
 - 12.2.4 Where the personal data is not obtained directly from the data subject, the categories of personal data collected and processed;
 - 12.2.5 Where the personal data is to be transferred to one or more third parties, details of those parties;
 - 12.2.6 Where the personal data is to be transferred to a third party that is located outside of the European Economic Area (the "EEA"), details of that transfer, including but not limited to the safeguards in place (see Part 28 of this Policy for further details);
 - 12.2.7 Details of data retention;
 - 12.2.8 Details of the data subject's rights under the GDPR;
 - 12.2.9 Details of the data subject's right to withdraw their consent to the Company's processing of their personal data at any time;
 - 12.2.10 Details of the data subject's right to complain to the Information Commissioner's Office (the "supervisory authority" under the GDPR);

12.2.11 Where applicable, details of any legal or contractual requirement or obligation necessitating the collection and processing of the personal data and details of any consequences of failing to provide it; and

12.2.12 Details of any automated decision-making or profiling that will take place using the personal data, including information on how decisions will be made, the significance of those decisions, and any consequences.

13. **Data Subject Access**

13.1 Data subjects may make subject access requests (“SARs”) at any time to find out more about the personal data which the Company holds about them, what it is doing with that personal data, and why.

13.2 Employees wishing to make a SAR should do so using a Subject Access Request Form, sending the form to the Company’s Data Protection Officer at 13 Robjohns Road, Chelmsford CM1 3AG.

13.3 Responses to SARs shall normally be made within one month of receipt, however this may be extended by up to two months if the SAR is complex and/or numerous requests are made. If such additional time is required, the data subject shall be informed.

13.4 All SARs received shall be handled by the Company’s Data Protection Officer.

13.5 The Company does not charge a fee for the handling of normal SARs. The Company reserves the right to charge reasonable fees for additional copies of information that has already been supplied to a data subject, and for requests that are manifestly unfounded or excessive, particularly where such requests are repetitive.

14. **Rectification of Personal Data**

14.1 Data subjects have the right to require the Company to rectify any of their personal data that is inaccurate or incomplete.

14.2 The Company shall rectify the personal data in question, and inform the data subject of that rectification, within one month of the data subject informing the Company of the issue. The period can be extended by up to two months in the case of complex requests. If such additional time is required, the data subject shall be informed.

14.3 In the event that any affected personal data has been disclosed to third parties, those parties shall be informed of any rectification that must be made to that personal data.

15. **Erasure of Personal Data**

15.1 Data subjects have the right to request that the Company erases the personal data it holds about them in the following circumstances:

15.1.1 It is no longer necessary for the Company to hold that personal data with respect to the purpose(s) for which it was originally collected or processed;

15.1.2 The data subject wishes to withdraw their consent to the Company holding and processing their personal data;

- 15.1.3 The data subject objects to the Company holding and processing their personal data (and there is no overriding legitimate interest to allow the Company to continue doing so) (see Part 18 of this Policy for further details concerning the right to object);
- 15.1.4 The personal data has been processed unlawfully;
- 15.1.5 The personal data needs to be erased in order for the Company to comply with a particular legal obligation.
- 15.2 Unless the Company has reasonable grounds to refuse to erase personal data, all requests for erasure shall be complied with, and the data subject informed of the erasure, within one month of receipt of the data subject's request. The period can be extended by up to two months in the case of complex requests. If such additional time is required, the data subject shall be informed.
- 15.3 In the event that any personal data that is to be erased in response to a data subject's request has been disclosed to third parties, those parties shall be informed of the erasure (unless it is impossible or would require disproportionate effort to do so).

16. **Restriction of Personal Data Processing**

- 16.1 Data subjects may request that the Company ceases processing the personal data it holds about them. If a data subject makes such a request, the Company shall retain only the amount of personal data concerning that data subject (if any) that is necessary to ensure that the personal data in question is not processed further.
- 16.2 In the event that any affected personal data has been disclosed to third parties, those parties shall be informed of the applicable restrictions on processing it (unless it is impossible or would require disproportionate effort to do so).

17. **Data Portability**

- 17.1 The Company processes personal data using automated means. We use Quoox as our CRM, which is a secure data portal.
- 17.2 Where data subjects have given their consent to the Company to process their personal data in such a manner, or the processing is otherwise required for the performance of a contract between the Company and the data subject, data subjects have the right, under the GDPR, to receive a copy of their personal data and to use it for other purposes (namely transmitting it to other data controllers).
- 17.3 To facilitate the right of data portability, the Company shall make available all applicable personal data to data subjects in the following formats]:
 - 17.3.1 Hard copy letter;
 - 17.3.2 By email.
- 17.4 Where technically feasible, if requested by a data subject, personal data shall be sent directly to the required data controller.
- 17.5 All requests for copies of personal data shall be complied with within one month of the data subject's request. The period can be extended by up to two months in the case of complex or numerous requests. If such additional time is

required, the data subject shall be informed.]

18. **Objections to Personal Data Processing**

- 18.1 Data subjects have the right to object to the Company processing their personal data based on legitimate interests, direct marketing (including profiling), and processing for scientific and/or historical research and statistics purposes].
- 18.2 Where a data subject objects to the Company processing their personal data based on its legitimate interests, the Company shall cease such processing immediately, unless it can be demonstrated that the Company's legitimate grounds for such processing override the data subject's interests, rights, and freedoms, or that the processing is necessary for the conduct of legal claims.
- 18.3 Where a data subject objects to the Company processing their personal data for direct marketing purposes, the Company shall cease such processing immediately.
- 18.4 Where a data subject objects to the Company processing their personal data for scientific and/or historical research and statistics purposes, the data subject must, under the GDPR, "demonstrate grounds relating to his or her particular situation". The Company is not required to comply if the research is necessary for the performance of a task carried out for reasons of public interest.]

19. **Automated Decision-Making**

- 19.1 The Company does not use personal data in automated decision-making processes.

20. **Profiling**

- 20.1 The Company does not use personal data for profiling purposes.

21. **Personal Data Collected, Held, and Processed**

The following personal data is collected, held, and processed by the Company (for details of data retention, please refer to the Company's Data Retention Policy):

Data Ref.	Type of Data	Purpose of Data
Quoox	CRM, emails, Ecommerce	Maintain historical record for customer service, purchase history and marketing purposes
Stripe	Ecommerce	Purchase history and confirmation, marketing purposes
Quickbooks	Invoices, PAYE, VAT	For invoicing records
Google drive	Forms, emails, letters, training records	health and safety info

22. Data Security - Transferring Personal Data and Communications

The Company shall ensure that the following measures are taken with respect to all communications and other transfers involving personal data:

- 22.1 All emails containing personal data must be encrypted using symmetric data encryption];
- 22.2 All emails containing personal data must be marked “confidential”;
- 22.3 Personal data may be transmitted over secure networks only; transmission over unsecured networks is not permitted in any circumstances;
- 22.4 Personal data may not be transmitted over a wireless network if there is a wired alternative that is reasonably practicable;
- 22.5 Personal data contained in the body of an email, whether sent or received, should be copied from the body of that email and stored securely. The email itself should be deleted. All temporary files associated therewith should also be deleted using manual deletion];
- 22.6 Where personal data is to be sent by facsimile transmission the recipient should be informed in advance of the transmission and should be waiting by the fax machine to receive the data;
- 22.7 Where personal data is to be transferred in hardcopy form it should be passed directly to the recipient or sent using signed for post (Royalmail) or on a Next Day service with DPD]; and
- 22.8 All personal data to be transferred physically, whether in hardcopy form or on removable electronic media shall be transferred in a suitable container marked “confidential”.

23. Data Security - Storage

The Company shall ensure that the following measures are taken with respect to the storage of personal data:

- 23.1 All electronic copies of personal data should be stored securely using passwords and symmetric] data encryption;
- 23.2 All hardcopies of personal data, along with any electronic copies stored on physical, removable media should be stored securely in a locked box, drawer, cabinet, or similar;
- 23.3 All personal data stored electronically should be backed up daily with backups stored onsite] **OR** offsite]. All backups should be encrypted using symmetric data encryption];
- 23.4 No personal data should be stored on any mobile device (including, but not limited to, laptops, tablets, and smartphones), whether such device belongs to the Company or otherwise without the formal written approval of Jonathan Bullock and, in the event of such approval, strictly in accordance with all instructions and limitations described at the time the approval is given, and for no longer than is absolutely necessary]; and
- 23.5 No personal data should be transferred to any device personally belonging to an employee and personal data may only be transferred to devices belonging to agents, contractors, or other parties working on behalf of the Company where the party in question has agreed to comply fully with the letter and spirit of this Policy and of the GDPR (which may include demonstrating to the Company that all suitable technical and organisational measures have been taken).

- 29.4.1 The categories and approximate number of data subjects concerned;
- 29.4.2 The categories and approximate number of personal data records concerned;
- 29.4.3 The name and contact details of the Company's data protection officer (or other contact point where more information can be obtained);
- 29.4.4 The likely consequences of the breach;
- 29.4.5 Details of the measures taken, or proposed to be taken, by the Company to address the breach including, where appropriate, measures to mitigate its possible adverse effects.

30. **Implementation of Policy**

This Policy shall be deemed effective as of 1st May 2020. No part of this Policy shall have retroactive effect and shall thus apply only to matters occurring on or after this date.

This Policy has been approved and authorised by:

Name: David Slade
Position: Director and Company's Data Protection
Date: Officer 1st May 2020
Due for Review by: 1st May 2021