

## Privacy Notice – customers & prospects

In accordance with the General Data Protection Regulation (GDPR), we have implemented this privacy notice to inform you, our customers and prospects, of the types of data we process about you. We also include within this notice the reasons for processing your data, the lawful basis that permits us to process it, how long we keep your data for and your rights regarding your data.

This notice applies to current and former customers and sales prospects where enquiries have been made to Power Data Associates' products and services.

## Data Protection Principles

Under GDPR, all personal data obtained and held by us must be processed according to a set of core principles. In accordance with these principles, we will ensure that:

- Processing is fair, lawful and transparent
- Data is collected for specific, explicit, and legitimate purposes
- Data collected is adequate, relevant and limited to what is necessary for the purposes of processing
- Data is kept accurate and up to date. Data found to be inaccurate will be rectified or erased without delay
- Data is not kept for longer than is necessary for its given purpose
- Data is processed in a manner that ensures appropriate security of personal data including protection against unauthorised or unlawful processing, accidental loss, destruction or damage by using appropriate technical or organisation measures
- We comply with the relevant GDPR procedures for international transferring of personal data.

## Types of Data Held

We keep several categories of personal data on our customers and prospects in order to carry out effective and efficient processes. We keep this data electronically on Power Data Associates' CRM system, in sales tender and project documentation and in telephone directories. Paper copies are held from time to time such as project information, tenders, business cards, etc.

Typically, we hold the following types of data:

- Name
- Job title / description
- Work address
- Work email
- Work phone numbers, including mobile phone

Power Data Associates do not collect any Special Categories of Data on customers or prospects and Power Data Associates do not use any automated decision making in relation to the data collected.

We are aware of the requirement to ensure your data is protected against accidental loss or disclosure, destruction and abuse. We have implemented processes to guard against such through our IT policies and procedures.

## Lawful Basis for Processing

The law on data protection allows us to process your data for certain reasons only. Where we hold data on our customers this is done to ensure that we can perform our legal obligations under the contract held between the parties. Where data is held on prospective customers this is done within our legitimate interests to secure future customers and opportunities for the benefit of Power Data Associates.

Power Data Associates do not share your data with any other party, for any purpose. Where we are approached to share your data for legitimate purposes we would always seek your explicit consent to share your data with this individual or organisation prior to doing so.

## Retention Periods

We only keep your data for as long as we need it for, which will be at least for the duration of the contract between Power Data Associates and our customers and no more than seven years after the contract has terminated. Data held on prospective customers within Power Data Associates' CRM systems is subject to an annual review, so that records no longer required are deleted and should it be necessary further consent to continue to hold the data can be sought.

## Your Rights

You have the following rights in relation to the personal data we hold on you:

- The right to be informed about the data we hold on you and what we do with it
- The right of access to the data we hold on you
- The right for any inaccuracies in the data we hold on you, however they come to light, to be corrected. This is also known as 'rectification'
- The right to have data deleted in certain circumstances. This is also known as 'erasure'
- The right to restrict the processing of the data
- The right to transfer the data we hold on you to another party. This is also known as 'portability'
- The right to object to the inclusion of any information
- The right to regulate any automated decision-making and profiling of personal data
- Power Data Associates have processes for ensuring these rights are upheld.

Where you have provided consent to our use of your data, you also have the right to withdraw that consent at any time. This means that we will stop processing your data.

## Data Protection Compliance & Complaints

To discuss anything in this document please contact [Info@PowerDataAssociates.com](mailto:Info@PowerDataAssociates.com) (marked for the attention of The Data Protection Officer), on 01525 601201 or at Power Data Associates Ltd, Wrest Park, Silsoe, Bedfordshire MK45 4HR.

Last reviewed: 26<sup>th</sup> September 2022