

# General Data Protection Regulation Document for StoresWithDoors.co.uk

The **General Data Protection Regulation** (GDPR) is a legal framework that sets guidelines for the collection and processing of personal information from individuals who live in the European Union (EU).

The 7 principles of the GDPR are as follows: -

1. Lawfulness, fairness, and transparency. Whenever you're processing personal data, you should have a good reason for doing so.
2. Purpose limitation.
3. Data minimization.
4. Accuracy.
5. Storage limitation.
6. Integrity and confidentiality.
7. Accountability.

StoresWithDoors.co.uk complies to the above stated 7 principles by practicing the following: -

1. All communication with the client includes how their personal data will be used and by whom, all personal data collected will be used for the sole purpose of engagement within the initial enquiry and payment process.
  - a. A small amount of personal data, such as Business Name and Email Address is initially required in advance to facilitate the serving of an invoice to the customer.
  - b. The email address is used to communicate the payment invoice to the customer, the customer then provides their personal details and financial data required to make the payment requested to Stripe, our third-party payment provider – Stripe publish their own GDPR guidance which is available customers via their website prior to the customer engaging and completing the payment process.
  - c. The customer is then instructed via email to complete the 'Add My Business' process which requires more information about the business, including the location town and county of the business in addition to the Website URL, Facebook Page URL and LinkedIn Page URL representing the business.
2. StoresWithDoors.co.uk's purpose of use of the non-affiliate-partner customer's personal data is limited to providing an invoice to facilitate payment of the advertised service – Search Engine Optimised Video & Brand Display Advertising package provided on an annual basis for a fixed fee per year. This data is used to communicate directly with the customer regarding their required payment, and their service provision in all instances where the customer relationship exists within the advent of a live display for their business, the payment for said service being provided, non-payment for said service provision and the removal of said service provision where payment is not forthcoming. The affiliate-partner customer's data is held within Awin.com and is accessible via the Awin.com affiliate portal as per the GDPR alignment that Awin.com are solely accountable and responsible for. All affiliate-partner relationships and managed for GDPR compliance via Awin.com
3. StoresWithDoors.co.uk's data minimisation policy means that the customer need only provide the minimum amount of data required by StoresWithDoors.co.uk in order that StoresWithDoors.co.uk may facilitate a payment invoice and perform the required action of facilitating the service provided stated above as required by the customer, no additional data is required from the customer.
4. StoresWithDoors.co.uk's data accuracy policy ensures that the data collected from the customer is correct via a double-checking process that requires the customer to physically and electronically confirm that the data given to StoresWithDoors.co.uk is correct.

5. StoresWithDoors.co.uk's data storage policy is dictated that a customer's Business Name, Email address, Website URL, Facebook Page URL and LinkedIn URL shall be retained electronically via password protected secure laptop and password protected USB flash drive for 12 months from the date of acquisition. This data shall be reviewed for storage requirements each 12 months and where no longer required as per a relative live display advertisement, the data will be deleted permanently however where the data relates to a live display advertisement the data shall continue to be stored for communication and administrative purposes for as long as the customer remains engaged with StoresWithDoors.co.uk
6. StoresWithDoors.co.uk's integrity and confidentiality policy dictate that the data supplied to it via the customer always remains secure electronically and secure physically via locked premises at all times during the storage period.
7. StoresWithDoors.co.uk's accountability policy dictates that the existential proof that customer's data is protect is realised within the material physical existence of a laptop and USB flash drive which are obtainable 24/7 by any/all official observers of the GDPR.