

## GDPR PRIVACY POLICY 2018

### GDPR PRIVACY NOTICE

#### Introduction

This document refers to personal data, this is defined as information concerning any living person (a natural person who hereafter will be called the Data Subject) that is not already in the public domain.

The Data Protection Act (DPA), Privacy and Electronic Communications Regulations (PECR) and The General Data Protection Regulations (GDPR) which is EU wide and far more extensive, seek to protect and enhance the rights of data subjects. These rights cover the safeguarding of personal data, protection against the unlawful processing of personal data and the unrestricted movement of personal data within the EU. It should be noted that GDPR does not apply to information already in the public domain such as Companies House data.

Customer Touch Point (CTP) Ltd is pleased to provide the following GDPR information:

#### Who we are

Customer Touch Point is a UK based professional services company, specialising in design of customer journeys for the customer contact industry and we are primarily involved in the B2B sector.

#### Personal Data

CTP uses the information collected from you to provide quotations, make telephone contact and to email you PR and marketing information which the agency believes may be of interest to you and your business. In you making initial contact you consent to CTP maintaining a marketing dialogue with you until you either optout (which you can do at any stage) or we decide to desist in promoting our services.

Some personal data may be collected about you from the forms and surveys you complete, from records of our correspondence and phone calls and details of your visits to our website, including but not limited to personally-identifying information like Internet Protocol (IP) addresses. CTP may from time to time use such information to identify its visitors. CTP may also collect statistics about the behaviour of visitors to its website.

Any information CTP holds about you and your business encompasses all the details we hold about you and any sales transactions including any third-party information we have obtained about you from public sources and our own suppliers such as credit referencing agencies.

CTP will only collect the information needed so that it can provide you with customer journey design services and we do not sell or broker your data,

#### Legal basis for processing any personal data

To meet CTP contractual obligations to clients and to also respond to marketing enquiries.



## **Legitimate interests pursued by CTP and/or its clients**

To promote the customer journey design services offered by CTP and/or to market the services and/or products offered by CTPs existing clients

## **Consent**

Through agreeing to this privacy notice you are consenting to CTP processing your personal data for the purposes outlined. You can withdraw consent at any time by emailing your account manager or by phoning 01244 74733 or writing to us, (see footer for address details)

## **Disclosure**

CTP will not pass your data to any 3<sup>rd</sup> parties for any business purposes.

## **Retention Policy**

CTP will process personal data during the duration of any contract and will continue to store only the personal data needed for six years after the contract has expired to meet any legal obligations. After six years any personal data not needed will be deleted.

## **Data storage**

Data is held in the UK via a secure hosting service which has back up servers in the EEA..CTP does not store personal data outside the EEA.

## **Your rights as a data subject**

At any point whilst CTP is in possession of or processing your personal data, all data subjects, have the following rights:

- Right of access – you have the right to request a copy of the information that we hold about you.
- Right of rectification – you have a right to correct data that we hold about you that is inaccurate or incomplete.
- Right to be forgotten – in certain circumstances you can ask for the data we hold about you to be erased from our records.
- Right to restriction of processing – where certain conditions apply to have a right to restrict the processing.
- Right of portability – you have the right to have the data we hold about you transferred to another organisation.
- Right to object – you have the right to object to certain types of processing such as direct marketing.
- Right to object to automated processing, including profiling – you also have the right to be subject to the legal effects of automated processing or profiling.

In the event that CTP refuses your request under rights of access, we will provide you with a reason as to why, which you have the right to legally challenge.

