



Data Protection

Policy Statement

Everyone has rights with regard to the way in which their personal data is handled. During the course of our activities we collect, store and process personal data about our customers, suppliers and other third parties, as well as our employees and other workers, and we recognise that the correct and lawful treatment of this data will maintain confidence in our organisation and will assist us to achieve success in our business operations.

Employees and other individuals who handle personal data within our organisation are obliged to comply with this policy when processing personal data on our behalf.

This policy provides details about the types of data that the Company Purepromoter Ltd (T/A Pure360) records on behalf of its customers for what purpose and how the data is processed. This policy also provides details about how Company data should be protected and transferred.

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1. About this policy

1.1 Personal data which is held on a computer or other electronic device, and in some cases in paper files, is subject to certain legal safeguards specified in the Data Protection Act 1998 (the “DPA”) and other regulations. As from 25th May 2018 the DPA will be replaced by the EU General Data Protection Regulation (“GDPR”), supplemented by UK legislation currently going through Parliament (“New DPA”). These laws are together referred to in this policy document as the “Data Protection Legislation”.

1.2 The Data Protection Legislation is not intended to prevent the processing of personal data, but to ensure that it is done fairly and without adversely affecting the rights of the data subject.

1.3 This policy sets out the basis on which we process any personal data that we collect from data subjects or other sources outside of our organisation. For the ways in which we process personal data about our own employees and other workers, please see the separate policy “Processing Employee Data”.

1.4 This policy does not form part of any employee's contract of employment and may be amended at any time. Nevertheless, any breach of this policy may result in disciplinary action, as well as possible personal liability.

1.5 This policy has been approved by the Leadership Team. It sets out rules on data protection and the legal conditions that must be satisfied when we collect, handle, process, store and transfer personal data.

2. Governance

2.1 The Company is registered with the ICO (Information Commissioner's Office) as a Data Controller (registration number:Z716792X) but its primary business function is that of a Data Processor on behalf of its customers.

2.2 Pure360 is keen to promote a positive culture of data protection compliance across the business; and its commitment is demonstrated by the following:

- Appointment of a Data Protection Officer (DPO)
- Clearly communicating to all customers, employees and workers the contents of all applicable Data Protection Policies
- All employees will receive training on Data Protection legislation and will be offered annual refresher training

3. Compliance

3.1 The Data Protection Officer is responsible for ensuring compliance with the Data Protection Legislation and with this policy. Any questions about the operation of this policy or any concerns that the policy has not been followed should be referred in the first instance to the Data Protection Officer.

3.2 To ensure Pure360 continues to comply and incorporate any appropriate updates / changes to the Data Protection legislation, the DPO will carry out an annual compliance audit; which as a minimum will review the following:

- This policy
- Assignment of responsibilities / duties
- Raising awareness
- Training of employees
- Operational effectiveness, such as incident management and complaints handling
- Procedures for data breaches
- Any DPIA's or new DPIA's which need to be created / documented

4. Definition of data protection terms

4.1 Data is information which is stored electronically, on a computer or other device, or in certain paper-based filing systems.

4.2 Data subjects include all living individuals about whom we hold personal data. A data subject need not be a UK national or resident. All data subjects have legal rights in relation to their personal information.

4.3 Personal data means data relating to a living individual who can be identified, directly or indirectly, from that data (or from that data and other information in our possession), in particular by reference to an identifier such as a name, an identification number, location data or an online identifier. Personal data can be factual (for example, a name, address, email address or date of birth or one or more factors specific to the physical, physiological, genetic, mental, economic, cultural or social identity of that person) or it can be an opinion about that person, their actions and behaviour.

4.4 Data controllers are the people who or organisations which determine the purposes and means of processing personal data. They are responsible for establishing practices and policies in line with the Data Protection Legislation. We are the data controller of all personal data used in our business for our own commercial purposes other than (for example) where we process data in the context of providing services to a third party who is the data controller, in which case we will be a data processor.

4.5 Data users are those of our employees or other workers whose work involves processing personal data. Data users must protect the data they handle in accordance with this data protection policy and any applicable data security procedures at all times.

4.6 Data processors include any person or organisation (other than a data user) that processes personal data on our behalf and on our instructions. Data processors will include suppliers that handle personal data on our behalf.

4.7 Processing is any operation or set of operations performed on personal data or on sets of personal data, whether or not by automated means. It includes the collection, recording, organisation, structuring, storage, adaptation or alteration, retrieval, consultation, use, disclosure by transmission, dissemination or otherwise making available, alignment or combination, restriction or destruction of the data.

4.8 Sensitive personal data (referred to under the GDPR as “special categories of personal data”) includes information revealing a person's racial or ethnic origin, political opinions, religious or philosophical beliefs, or trade union membership, as well as data concerning a person's health or sex life or sexual orientation. Sensitive personal data can only be processed with the explicit consent of the person concerned. Under the DPA, sensitive personal data also includes information about the commission of, or proceedings for, any offence committed or alleged to have been committed by that person, the disposal of such proceedings or the sentence of any court in such proceedings. Under the GDPR and the New DPA, similar conditions apply to processing of personal data about criminal convictions and offences or related security measures.

4.9 Third country means a country outside the European Union (or the EEA)

4.10 Employee an individual who works part-time or full-time under a contract of employment, whether oral or written, express or implied, and has recognized rights and duties.

4.11 Third Party an external company (named in the service level agreement) whom Purepromoter conducts business with and shares data with (dependant upon which product the customer has purchased).

4.12 Data Protection Act 1998 (DPA) based around eight principles of good information handling. These give people specific rights in relation to their personal information and place certain obligations on those organisations that are responsible for processing it.

4.13 Consent is the lawful basis for processing, and consent (or explicit consent) can also legitimise use of special category data, restricted processing, automated decision-making and overseas transfers of data.

4.14 ICO (Information Commissioner's Office) the UK's independent authority set up to uphold information rights in the public interest, promoting openness by public bodies and data privacy for individuals.

4.15 Profiling, automated processing of personal data to evaluate certain things about an individual. Profiling can be part of an automated decision-making process.

4.16 The Privacy and Electronic Communications (EC Directive) Regulations 2003 (PECR), provide rules about sending marketing and advertising by electronic means, such as by telephone, fax, email, text and picture or video message, or by using an automated calling system. PECR also include other rules relating to cookies, telephone directories, traffic data, location data and security breaches.

5. Data protection principles

5.1 Data controllers are responsible for ensuring and demonstrating that data processing is performed in accordance with the requirements of the Data Protection Legislation (“Data Protection Principles”). These provide that personal data must be:

- a) processed fairly and lawfully and in a transparent manner;
- b) collected for specified, explicit and legitimate purposes and not further processed in a manner that is incompatible with those purposes;
- c) adequate, relevant and limited to what is necessary in relation to the purposes for which they are processed;
- d) accurate and, where necessary, kept up to date;
- e) kept in a form which permits identification of data subjects for no longer than necessary for the purpose;
- f) 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.

5.2 In addition, personal data must not be transferred to people or organisations situated in countries without adequate protection for personal data.

5.3 When processing personal data as the data controller in the course of our business, we will ensure that those requirements are met, and all Data Users must therefore take account of the contents of this policy document.

6. First Principle Fair and lawful processing

6.1 For personal data to be processed lawfully, they must be processed on the basis of one of the legal grounds set out in the Data Protection Legislation. These include, among other things, where:

- a) the data subject has given consent to the processing, or
- b) the processing is necessary for the performance of a contract with the data subject, or
- c) the processing is necessary for the compliance with a legal obligation to which the data controller is subject, or
- d) the processing is necessary for the legitimate interests of the data controller or a third party (except where such interests are overridden by the interests or fundamental rights and freedoms of the data subject which require protection of personal data).
- e) 6.2 When sensitive personal data is being processed (including personal data about criminal convictions etc), additional conditions must be met. (Additional conditions listed on the ICO website link here:<https://ico.org.uk/for-organisations/guide-to-data-protection/conditions-for-processing/>)

6.3 It is important to note that when the data subject’s consent is relied on as a lawful basis for processing, it has to be freely given, specific, informed and unambiguous. In addition:

- a) consent requires some form of clear affirmative action;
- b) silence, pre-ticked boxes or inactivity does not constitute consent;
- c) if the data subject’s consent is given in a context which also concerns other matters, the request for consent must be presented so it is clearly distinguishable from the other matters, in an intelligible and easily accessible form, using clear and plain language;
- d) consent must be verifiable; and

e) individuals have a right to withdraw their consent at any time, as easily as they gave it.

6.4 Under the Customer Agreement (previously Terms of Business) (contract for services between Purepromoter Ltd / T/A Pure360 (supplier / Data Processor) and the customer (Data Controller) the customer agrees and provides a warranty to confirm they have consent from the individuals (Data Subjects). As per the Customer Agreement Pure360 will only act upon instructions from the customer (Data Controller).

7. Personal data we may collect and process

7.1 In the course of our business, we may collect and process the personal data set out in the Schedules of data processing activities (Customer and Employee). This may include data we receive directly from a data subject (for example, by completing forms or by corresponding with us by mail, phone, email or otherwise) and data we receive from other sources (including, for example, business partners, sub-contractors in technical, payment and delivery services, credit reference agencies and others).

7.2 We will only process personal data of the types and for the specific purposes set out in the Schedule or for any other purposes specifically permitted by the Data Protection Legislation. We must also ensure that our processing is based on the lawful basis set out there, and is not retained for longer than the period set out there, and that personal data is not transferred to third parties other than those specified in the Schedules.

8. Second Principle Processed for limited purposes

8.1 Data processed for limited purposes means we must:

- a. be clear from the outset about why you are collecting personal data and what you intend to do with it;
- b. comply with the Act's fair processing requirements – including the duty to give privacy notices to individuals when collecting their personal data;
- c. comply with what the Act says about notifying the Information Commissioner;
- d. and ensure that if you wish to use or disclose the personal data for any purpose that is additional to or different from the originally specified purpose, the new use or disclosure is fair.

8.2 Pure360 is processing personal data in order to provide services to its customers (Data Controllers) as per the terms agreed in the signed Customer Agreement (previously called Terms of Business).

8.3 For all visitors to the Company's (Pure360) website please refer to the Privacy Policy (<https://www.pure360.com/privacy/>) which details what data is collected, how the data is used and whom it is shared with.

8.4 We will fully comply with our duties when it is appropriate to notify the ICO or regulatory body in its capacity as a Data Processor and as a Data Controller.

9. Notifying data subjects

9.1 If we collect personal data directly from data subjects, we must inform them of:

- a. our identity and contact details;
- b. the purpose or purposes for which we intend to process that personal data, as well as our legal basis for doing so;
- c. where we are processing the personal data on the basis of legitimate interests, what those interests are;
- d. the third parties, or categories of third parties, if any, with which we will share or to which we will disclose that personal data;
- e. If we intend to transfer the personal data to a Third Country, the adequacy (or otherwise) of the data protection laws there, and safeguards to be used to protect the personal data (and how the data subject can access these safeguards).

9.2 In addition, the following information must also be provided at the time of collection, where this is necessary in order to ensure fair and transparent processing:

- a. the period for which the personal data will be stored, or how that period will be calculated;
- b. the individual's right of access to, and rectification or erasure of the data;
- c. where processing is based on the individual's consent, their right to withdraw consent for processing their data;
- d. the individual's right to lodge a complaint with a supervisory authority;
- e. whether the provision of personal data is a statutory or contractual requirement, or a requirement necessary to enter into a contract (and the possible consequences of failure to provide the data);
- f. where applicable, the existence of automated decision-making;
- g. any further processing of the data that is intended for any other purpose.

9.3 If we receive personal data about a data subject from other sources, we must provide the data subject with the information at 9.1 and 9.2 above (as soon as possible and at the latest within one month) together with:

- a. the categories of personal data concerned; and
- b. the source from which the personal data originated, and if applicable, whether it came from publicly accessible sources.

9.4 The information provision requirements at 9.1 and 9.2 above will not apply where the data subject already has the information, or the provision of such information proves impossible or would involve a disproportionate effort, in which case we must take appropriate measures to protect the data subject's rights and freedoms and legitimate interests, including making the information publicly available.

10. Rights of data subjects (Third Principle: Adequate, relevant and not excessive)

10.1 Data subjects have certain enforceable rights under the Data Protection Legislation, including the right to obtain from the controller confirmation as to whether or not personal data concerning them are being processed and, if so, access to the personal data, plus a copy of the personal data undergoing processing, as well as information as to:

- a. the purposes of the processing;
- b. the categories of personal data concerned;
- c. the recipients or categories of recipient of the data;
- d. the envisaged period for which the personal data will be stored or, if that is not possible, the criteria used to determine that period;
- e. where the personal data are not collected from the data subject, any available information as to their source; and
- f. where personal data are transferred to a third country, the safeguards relating to the transfer.

10.2 In addition, the data subject has:

- a. the right (“right of rectification”) to obtain from the controller without undue delay the rectification of inaccurate personal data concerning him or her and (taking into account the purposes of the processing) the right to have incomplete personal data completed;
- b. the right (“right of erasure”) to obtain from the controller the erasure of personal data concerning him or her without undue delay, where:
 - i. the personal data are no longer necessary in relation to the purposes for which they were collected or otherwise processed, or
 - ii. the processing is based on the data subject’s consent, and the data subject withdraws consent (and there is no other legal basis for processing);
 - iii. the processing is based on its being necessary for the legitimate interests of the data controller or a third party, and the data subject objects to the processing, unless the controller demonstrates that the processing is based on compelling legitimate grounds which override the interests, rights and freedoms of the data subject, or is for the establishment, exercise or defence of legal claims;
 - iv. the processing is for the purpose of direct marketing, and the data subject objects to the processing (including profiling);
- c. the right (“right of restriction”) to obtain from the controller restriction of processing where the data is inaccurate, unlawfully processed, no longer required except for the establishment, exercise or defence of legal claims, or pending the verification whether the legitimate grounds of the controller override those of the data subject;
- d. the right (“right of portability”) to receive the personal data concerning him or her, which he or she has provided to a controller, in a structured, commonly used and machine-readable format, and to transmit the data to another controller, where the processing is based on consent or carried out by automated means;
- e. the right (“right to object”) to object to processing based on the controller’s legitimate interests, where these are outweighed by the interests, rights and freedoms of the data subject, unless the processing is required for the establishment, exercise or defence of legal claims;

- f. the right not to be subject to a decision based solely on automated processing, including profiling

11. Fourth Principle: Accurate

11.1 We will to comply with the Act:

- a. take reasonable steps to ensure the accuracy of any personal data you obtain;
- b. ensure that the source of any personal data is clear;
- c. carefully consider any challenges to the accuracy of information; and
- d. consider whether it is necessary to update the information.

11.2 Pure360 (Data Processor) has been engaged by the customer (Data Controller) and they have provided the personal data. As the data controller, the customer has a responsibility to ensure that data is accurate, and can do so via one of the following methods:

- Search and amend an individual record via the Pure360 interface
- Upload an amended version of the record via a list
- Update an existing record via the API

11.3 Pure360 collects personal information from the individual themselves. As a result, the accuracy is based on the individual's choice to provide us with accurate information. Pure360 will change personal information upon request or if we recognise that there is good reason for us to update the information ourselves.

11.4 Pure360 collects personal data via forms submitted on the website, or via third parties where the individual have consented to have their personal data shared with Pure360.

12. Manner of processing (Fifth Principle Not kept longer than necessary)

12.1 This means that we will:

- review the length of time you keep personal data;
- consider the purpose or purposes you hold the information for in deciding whether (and for how long) to retain it;
- securely delete information that is no longer needed for this purpose or these purposes; and
- update, archive or securely delete information if it goes out of date.

12.2 Pure360 is committed to ensuring that data is not kept longer than necessary, the details of which are outlined in the Schedule of data processing activities (Customer)

12.3 In order to ensure that we comply with the Data Protection Legislation, we need to implement appropriate technical and organisational measures to ensure and to be able to demonstrate compliance, and to maintain a record of our processing activities.

12.4 The practical implications of this include ensuring that:

- a. we only collect personal data to the extent that it is required for the specific purpose notified to the data subject;
- b. we check the accuracy of any personal data at the point of collection and at regular intervals afterwards, and take all reasonable steps to destroy or amend inaccurate or out-of-date data;
- c. we do not keep personal data longer than is necessary for the purpose or purposes for which they were collected, and take all reasonable steps to destroy, or erase from our systems, all data which is no longer required;
- d. we process all personal data in line with data subjects' rights.

12.5 In addition we will:

- a. adopt appropriate technical and organisational measures, such as pseudonymisation, which are designed to implement the data protection principles, including data minimisation;
- b. implement appropriate technical and organisational measures to ensure that, by default, only personal data which are necessary for each specific purpose of the processing are processed (“protection by design and by default”); and
- c. where processing (in particular, when using new technologies) is likely to result in a high risk to the rights and freedoms of individuals, carry out an impact assessment of the data processing implications prior to the processing and, where necessary, consult the supervisory authority (the Information Commissioner’s Office).

12.6 Where processing is to be carried out on our behalf by a data processor:

- a. we must ensure that the processor provides sufficient guarantees to implement appropriate technical and organisational measures so that processing meets the requirements of the Data Protection Legislation and ensures the protection of the rights of the data subjects; and
- b. processing is governed by a written contract that sets out (amongst other things) the subject-matter and duration of the processing, the nature and purpose of the processing, the type of personal data and categories of data subjects, and the obligations and rights of our organisation as data controller.

13. Sixth Principle: Processed in accordance with the data subjects’ rights

13.1 The rights of individuals that it refers to are:

- a. a right of access to a copy of the information comprised in their personal data;
- b. a right to object to processing that is likely to cause or is causing damage or distress;
- c. a right to prevent processing for direct marketing;
- d. a right to object to decisions being taken by automated means;
- e. a right in certain circumstances to have inaccurate personal data rectified, blocked, erased or destroyed; and
- f. a right to claim compensation for damages caused by a breach of the Act.

13.2 If Pure360 (Data Processor) receives a subject access request from an individual, that received direct marketing as a result of our customer (Data Controller) using our software then this will be forwarded on immediately to the customer and they will respond within 30 days.

13.3 Where Pure360 receives a subject access request from an individual that Pure360 has contacted via our direct marketing activities, once their identity has been verified we shall respond within 30 days.

13.4 The right of access, Pure360 customers can:

- Log in to the PureCampaign app, and use the search individual contacts functionality to search for any record;
- Log into PureTargeting, PureIntelligence and PurePromotions and view any records held.

13.5 Alternatively, as per point 10.6.10 in our Licence Agreement, Pure360 will:

“10.6.10 at your written request, and at your own cost, and wherever practical within twenty business days, or within such longer period as is necessary, taking into account the amount and complexity of the data, provide you with a copy of the Client Data that you have provided to us, unless you already have (or should reasonably have retained) a copy of such data.”

13.6 The 20 days start on the date that Pure360 receives all of the information it needs to confirm firstly, your identity and secondly, exact details of the email to which information is required.

13.7 The information shall be provided in a commonly used electronic form.

13.8 The right to erasure, Customers can log in to the PureCampaign app, and use the search individual contacts functionality to search and opt out any record.

13.9 This will serve the purpose of suppressing the address from any processing, while retaining the address on a separate suppression list on that profile for the purposes of preventing accidental re-uploading or re-engagement.

13.10 Alternatively, Pure360 can, upon receiving a written request to erase an address completely, permanently delete the relevant email address on the customer’s behalf. This will remove the email address and any custom data, while retaining an unidentifiable record in any reports.

13.11 Pure360 will action these requests within 20 days of receiving. The 20 days start on the date that Pure360 receives all of the information it needs to confirm firstly, your identity and secondly, exact details of the email to which changes are required.

14. Seventh Principle: Secure

14.1 It means you must have appropriate security to prevent the personal data you hold being accidentally or deliberately compromised:

- a. design and organise your security to fit the nature of the personal data you hold and the harm that may result from a security breach;

- b. be clear about who in your organisation is responsible for ensuring information security;
- c. make sure you have the right physical and technical security, backed up by robust policies and procedures and reliable, well-trained staff; and
- d. be ready to respond to any breach of security swiftly and effectively.

14.2 We will take appropriate security measures against unauthorised or unlawful processing of personal data, and against the accidental loss of, destruction or damage to, personal data, using appropriate technical or organisational measures.

14.3 We will maintain data security by protecting the confidentiality, integrity and availability of the personal data, defined as follows:

- a. Confidentiality means that only people who are authorised to use the data can access it.
- b. Integrity means that personal data should be accurate and suitable for the purpose for which it is processed.
- c. Availability means that authorised users should be able to access the data if they need it for authorised purposes. Personal data should therefore be stored on the company's central computer system instead of individual PCs.

14.4 Security procedures include:

- a. Entry controls. Any stranger seen in entry-controlled areas should be reported.
- b. Secure lockable desks and cupboards. Desks and cupboards should be kept locked if they hold confidential information of any kind. (Personal information is always considered confidential.)
- c. Methods of disposal. Paper documents should be shredded. Digital storage devices should be physically destroyed when they are no longer required.
- d. Equipment. Data users must ensure that individual monitors do not show confidential information to passers-by and that they log off from their PC when it is left unattended.
- e. Passwords. These must not be shared or disclosed to anyone else.
- f. Encryption. This should be used wherever it is available and appropriate.
- g. Back-ups. Regular back-ups must be taken of the information on the computer system and kept in a separate place, so that if you lose your computers, you don't lose the information.
- h. Physical security. Maintained by fingerprint scanning technology.

14.5 Any actual or suspected breach of data security, or of this policy, must be reported to immediately to the DPO. Data breaches will be handled in line with our data breach policy.

14.6 We have designed a secure hosting environment within the AWS Cloud environment.

14.7 For systems hosted in cloud environments we have a 'Shared Responsibility Model' related to security and compliance. Where the Cloud Provider has some responsibilities, and the Customer (Pure360) has others. Ref: <https://aws.amazon.com/compliance/shared-responsibility-model/>

14.8 Design of a secure Virtual Private Network, and associated network firewall and routing rules. Implementation of best practices for cloud security.

14.9 Environment design was done with assistance from an AWS Premier and Managed Services Partner, including an audit with AWS according to the 'AWS Well Architected Framework'. Ref: <https://aws.amazon.com/architecture/well-architected/>

14.10 For software implementation we have well defined coding standards, and a well defined software development process. All code is peer reviewed and tested before deployment.

14.11 For system change management, we have a defined and audited process, again ensuring peer review and appropriate planning for changes.

14.12 On (at least) an annual basis, we commission a 3rd party Penetration Testing process by a CREST approved vendor (ref: <http://www.crest-approved.org/>). Identified risks are reviewed and remediation activities prioritised into development backlog.

14.13 We have strong access control for our application users - requiring 2 factors for authentication and remote IP address and user account credentials checking.

14.14 Customer data is encrypted on all vectors in and out of the private network it is stored on. Within that network we do not encrypt in transit or at rest. We rely on Amazon's rigorous processes to securely wipe data when we replace resources within the cloud. Internally we have processes for secure disposal of our business assets.

14.15 AWS policies found here: <https://aws.amazon.com/compliance/data-privacy-faq>

14.16 All our public endpoints are available over HTTPS supporting TLS 1.2. Supported ciphers are described here: <http://docs.aws.amazon.com/elasticloadbalancing/latest/classic/elb-security-policy-table.html>

15. Breach policy

15.1 Pure360 as a data processor

Where Pure360 is a data processor, we will notify any client (data controller) of a personal data breach as soon as is reasonably possible, but where possible within 24 hours of discovering the breach.

15.2 Pure360 as a data controller

Where Pure360 is a data controller, we will notify the Information Commissioner's Office within 72 hours where feasible of any breach judged to put the rights and freedoms of individuals at risk. If a breach is judged to put rights and freedoms of individuals at risk, Pure360 will also notify those individuals affected as soon as possible.

16. Eighth Principle: Transferring personal data to a country outside the EEA

16.1 We may transfer any personal data we hold to a country outside the European Economic Area ("EEA"), provided that one of the following conditions applies:

- a. The country to which the personal data are transferred ensures an adequate level of protection for the data subjects' rights and freedoms (this includes countries in respect of which a finding of adequacy has been made, and also transfers to entities in the USA that participate in the US-EU Privacy Shield).
- b. The data subject has explicitly consented to the transfer, after having been informed of the possible risks of such transfers for the data subject due to the absence of an adequacy decision and appropriate safeguards.
- c. The transfer is necessary for one of the reasons set out in the Data Protection Legislation, including the performance of a contract between us and the data subject, or to protect the vital interests of the data subject.
- d. The transfer is legally required on important public interest grounds or for the establishment, exercise or defence of legal claims.
- e. The transfer is authorised by the relevant data protection authority where we have adduced adequate safeguards with respect to the protection of the data subjects' privacy, their fundamental rights and freedoms, and the exercise of their rights. This may include what are known as “binding corporate rules”, or where standard data protection clauses in an approved form have been adopted.

16.2 Subject to the requirements in clause 14.2 above, personal data we hold may also be processed by staff operating outside the EEA who work for us or for one of our suppliers. That staff maybe engaged in, among other things, the fulfilment of contracts with the data subject, the processing of payment details and the provision of support services.

17. Digital Marketing

17.1 Pure360 is classed as a Data Controller for its direct marketing campaigns (conferences (face to face), email, SMS, blogs, etc), for the sole purpose of attracting and obtaining new customers. Individuals will not receive marketing information from the Company without Pure360 obtaining prior consent.

17.2 Should individuals wish to opt out then the Company will maintain a record of these that have chosen to no longer receiving direct marketing communication from us.

17.3 When Pure360 use digital marketing in a ‘B2B’ context there is no legal requirement to obtain proof of consent to market to these individuals as we will ensure all individuals are given the opportunity to opt-out from the communications received.

18. Disclosure and sharing of personal information

18.1 We may share personal data we hold with any member of our group, which means our subsidiaries, our ultimate holding company and its subsidiaries, as defined in section 1159 of the UK Companies Act 2006, where this is necessary for certain reasons, or we have legitimate interest in doing so which are not outweighed by the interests, rights and freedoms of the data subject.

18.2 We may also disclose personal data we hold to third parties, on the basis of our legitimate interests:

- a. in the event that we sell or buy any business or assets, in which case we may disclose personal data we hold to the prospective seller or buyer of such business or assets; or
- b. if we or substantially all of our assets are acquired by a third party, in which case personal data we hold will be one of the transferred assets; or
- c. if we are under a duty to disclose or share a data subject's personal data in order to comply with any legal obligation, or in order to enforce or apply any contract with the data subject or other agreements; or to protect our rights, property, or safety of our employees, customers, or others. This includes exchanging information with other companies and organisations for the purposes of fraud protection and credit risk reduction.

19. Dealing with subject access requests

19.1 Data subjects must make a formal request for information we hold about them. This must be made in writing. Employees who receive a written request should forward it to the Human Resources Department immediately. Under the GDPR, we must usually provide information pursuant to a subject access request free of charge and within one month of the request.

19.2 When receiving telephone enquiries, we will only disclose personal data we hold on our systems if the following conditions are met:

- a. We will check the caller's identity to make sure that information is only given to a person who is entitled to it.
- b. We will suggest that the caller put their request in writing if we are not sure about the caller's identity and where their identity cannot be checked.

19.3 Our employees will refer a request to the Human Resources Department for assistance in difficult situations. Employees should not be bullied into disclosing personal information.

20. Changes to this policy

We reserve the right to change this policy at any time. Where appropriate, we will notify data subjects of those changes by mail or email.

FAQ's

A. Is Pure360 a data controller or a data processor?

For the data uploaded by our customers within the Pure360 platform, Pure360 is a processor on behalf of a data controller (our customers).

For the data we hold on clients (specifically those Pure360 send marketing information to e.g. invites to webinars (B2B)), prospects and employees, we are a data controller.

B. Are Pure360's systems and network subject to regular penetration testing?

Our systems are penetration tested annually by CREST approved penetration testers.

C. To what extent can clients audit Pure360's systems?

Pure360 will facilitate client requests for audits and inspections. The terms of such audits can be found in the Client Data Audits and Inspections Procedure. This Policy can be requested from your Customer Success Manager or Sales Representative.

D. What referencing, security and ID checks are performed on personnel?

Passport and previous job employment references are collected for each employee. Passport checks are carried out yearly.

Schedule of Processing Activities

For details on the types of Personal Data Pure360 processes, the purposes and the legal basis, please see our [Schedule of Processing Activities](#).