

Data Protection Policy for Customers, Suppliers and Other Business Contacts

1 Overview

- 1.1 The Company takes the security and privacy of your data seriously. We need to gather and use information or 'data' about you as part of our business and to manage our relationship with you. We intend to comply with our legal obligations under the **Data Protection Act 2018** (the '2018 Act') and the **EU General Data Protection Regulation** ('GDPR') in respect of data privacy and security. We have a duty to notify you of the information contained in this policy.
- 1.2 This policy applies to customers, suppliers and other individuals we come into contact with in the course of conducting the business of Audience Systems Ltd and its subsidiaries. If you fall into one of these categories then you are a 'data subject' for the purposes of this policy.
- 1.3 The Company has separate policies and privacy notices in place in respect of employees, workers, sub-contractors and consultants.
- 1.4 The Company has measures in place to protect the security of your data in accordance with our Data Security Policy.
- 1.5 The company will only hold data for as long as necessary for the purposes for which we collected it – details can be found in our Data Retention Policy.
- 1.6 The Company is a '**data controller**' for the purposes of your personal data. This means that we determine the purpose and means of the processing of your personal data.
- 1.7 This policy explains how the Company will hold and process your information. It explains your rights as a data subject.
- 1.8 This policy does not form part any contract or agreement you have with Audience Systems Ltd or its subsidiaries and can be amended by the Company at any time. It is intended that this policy is fully compliant with the 2018 Act and the GDPR. If any conflict arises between those laws and this policy, the Company intends to comply with the 2018 Act and the GDPR.

2 Data Protection Principles

2.1 We process personal data in accordance with the six '**Data Protection Principles.**' It must:

- be processed fairly, lawfully and transparently;
- be collected and processed only for specified, explicit and legitimate purposes;
- be adequate, relevant and limited to what is necessary for the purposes for which it is processed;
- be accurate and kept up to date. Any inaccurate data must be deleted or rectified without delay;
- not be kept for longer than is necessary for the purposes for which it is processed; and
- be processed securely.

We are accountable for these principles and must be able to show that we are compliant.

3 How we define personal data

3.1 '**Personal data**' means information which relates to a living person who can be **identified** from that data (a '**data subject**') on its own, or when taken together with other information which is likely to come into our possession. It includes any expression of opinion about the person and an indication of the intentions of us or others, in respect of that person. It does not include anonymised data.

3.2 This policy applies to all personal data whether it is stored electronically, on paper or on other materials.

3.3 This personal data might be provided to us by you, or it could be created by us. It could be provided or created during the sales and marketing process, or during the course of a contract. The contract could be directly with you or your organisation, or it could be a contract where you play a significant role – for example, you are the architect on a project where our contract is with a building contractor. We have a duty of care to our customers, and on completion of a contract, we retain your details so that we can contact you about any issues that arise, about necessary maintenance and with requests for feedback or to visit your venue. Sales data is also used in internal reporting, but is anonymised.

3.4 We also collect information about visitors to our website with their full consent. If you download information from our website, we will keep your details briefly in order to follow up on your download and offer assistance. If you make an enquiry on our website, we keep your data long enough to fulfil that enquiry to our mutual satisfaction. If you sign up for our newsletter on our website, we will keep your contact details until such time as you request them to be removed from our mailing list. We offer an opportunity to unsubscribe each time we send you email correspondence.

3.5 We will collect and use the following types of personal data about you:

- Your name and job role
- The organisation you work for
- Your contact details at work
- Details of enquiries you have made to us
- Records of conversations and emails with you during the course of negotiation of a contract or sale
- Your feedback and / or testimonials about a project, with your explicit consent

4 How we define special categories of personal data

4.1 **'Special categories of personal data'** are types of personal data consisting of information as to:

- your racial or ethnic origin;
- your religious or philosophical beliefs;
- your trade union membership;
- your health;
- Criminal offences and convictions

We do not hold any of these special categories of data about customers, suppliers and other business contacts.

5 How we define processing

5.1 **'Processing'** means any operation which is performed on personal data such as:

- collection, recording, organisation, structuring or storage;
- adaption or alteration;
- retrieval, consultation or use;
- disclosure by transmission, dissemination or otherwise making available;
- alignment or combination; and
- restriction, destruction or erasure.

This includes processing personal data which forms part of a filing system.

6 How will we process your personal data?

6.1 The Company will process your personal data (including special categories of personal data) in accordance with our obligations under the 2018 Act.

6.2 We will use your personal data for:

- performing a contract, or negotiation of a contract, with you. This includes contracts where you are not the direct customer or supplier but play a significant role.
- marketing purposes, if you have given your direct and explicit consent for this.
- marketing purposes, if you are a customer of our business, we are contacting you about relevant products and services, and we gave you the opportunity to opt out of marketing communications during our communications with you.

- complying with any legal obligation; or
- if it is necessary for our legitimate interests (or for the legitimate interests of someone else). However, we can only do this if your interests and rights do not override ours (or theirs). You have the right to challenge our legitimate interests and request that we stop this processing. See details of your rights in section 8 below.

We can process your personal data for these purposes without your knowledge or consent. We will not use your personal data for an unrelated purpose without telling you about it and the legal basis that we intend to rely on for processing it.

If you choose not to provide us with certain personal data you should be aware that we may not be able to contact you about matters which are in the interests of us, you, or others.

7 Sharing your personal data

- 7.1 Sometimes we might need to share your personal data with suppliers, our contractors and agents to carry out our obligations under our contract with you or for our legitimate interests. For example, passing on your details for delivery of products or services.
- 7.2 We require those companies to keep your personal data confidential and secure and to protect it in accordance with the law and our policies. They are only permitted to process your data for the lawful purpose for which it has been shared and in accordance with our instructions.
- 7.3 We do sometimes send personal data outside the European Economic Area but you will be notified if this occurs.

8 Your data subject rights

- 8.1 You have the right to information about what personal data we process, how and on what basis as set out in this policy.

- 8.2 You have the right to access your own personal data by way of a subject access request (see above).
- 8.3 You can correct any inaccuracies in your personal data.
- 8.4 You have the right to request that we erase your personal data where we were not entitled under the law to process it or it is no longer necessary to process it for the purpose it was collected.
- 8.5 While you are requesting that your personal data is corrected or erased or are contesting the lawfulness of our processing, you can apply for its use to be restricted while the application is made.
- 8.6 You have the right to object to data processing where we are relying on a legitimate interest to do so and you think that your rights and interests outweigh our own and you wish us to stop.
- 8.7 You have the right to object if we process your personal data for the purposes of direct marketing.
- 8.8 You have the right to be notified of a data security breach concerning your personal data.
- 8.9 If we request your consent to the processing of your personal data for a specific purpose, you have the right not to consent or to withdraw your consent later.
- 8.10 If you have any requests concerning your data, call us on 01373 865050 or email enquiries@audiencesystems.com.
- 8.11 You have the right to complain to the Information Commissioner. You can do this by contacting the Information Commissioner's Office directly. Full contact details including a helpline number can be found on the Information Commissioner's Office website (www.ico.org.uk). This website has further information on your rights and our obligations.