

Marketing Data Protection Policy

Key details

- Policy prepared by: Laura Goodman
- Approved by board / management on: 27/10/2021
- Policy became operational on: 27/10/2021

Introduction

California Car & Commercials Limited needs to gather and use certain information about individuals. These can include customers, suppliers, business contacts, employees, and other people the organisation has a relationship with or may need to contact.

This policy describes how personal data must be collected, handled, stored, and destroyed to meet the company's data protection standards (and comply with the law).

Why this policy exists

This data protection policy ensures California Car & Commercials Limited:

- Complies with data protection law and follow good practice.
- Protects the rights of staff, customers and partners.
- Is open about how it stores and processes individuals' data.
- Protects itself from the risks of a data breach.

Data Protection Law

The Data Protection Act 1998 and the introduction of EU General Data Protection Regulation (GDPR) describes how organisations, including California Car & Commercials Limited, must collect, handle and store personal information.

These rules apply regardless of whether data is stored electronically, on paper or on other materials.

To comply with the law, personal information must be collected and used fairly, stored safely and not disclosed unlawfully.

The Data Protection Act and introduction of GDPR are underpinned by eight important principles.

These say that personal data must:

1. Be processed fairly and lawfully
2. Be obtained only for specific, lawful purposes
3. Be adequate, relevant and not excessive
4. Be accurate and kept up to date
5. Not be held for any longer than necessary
6. Processed in accordance with the rights of data subjects
7. Be protected in appropriate ways
8. Not be transferred outside the European Economic Area (EEA), unless that country or territory also ensures an adequate level of protection

Not only this California Car & Commercials Limited must make all of our policies and processes transparent to all who request information. We must ensure that the data we collect is used under terms that would be deemed relevant to the individual. Upon requests of erasure (Request to be forgotten) we must then follow appropriate steps to ensure this request is adhered to.

Policy scope

This policy applies to:

- The Marketing Department of California Car & Commercials Limited
- All staff and volunteers working on behalf of the Marketing Department for California Car & Commercials Limited
- All contractors, suppliers and other people working on behalf of California Car & Commercials Limited

It applies to all data that the company holds relating to identifiable individuals, this can include:

- Names of individuals
- Postal addresses
- Email addresses
- Telephone numbers
- Vehicle Details and History
- ...plus any other information relating to individuals

Data protection risks

This policy helps to protect California Car & Commercials Limited from some very real data security risks, including:

- **Breaches of confidentiality.** For instance, information being given out inappropriately.
- **Failing to offer choice.** For instance, all individuals should be free to choose how the company uses data relating to them.
- **Breach of Communication Permission.** For instance, all individuals must request to be sent material unless it is deemed as legitimate interest.
- **Reputational damage.** For instance, the company could suffer if hackers successfully gained access to sensitive data.

Responsibilities

Everyone who works for or with California Car & Commercials Limited has some responsibility for ensuring data is collected, stored, and handled appropriately.

Each team that handles personal data must ensure that it is handled and processed in line with this policy and data protection principles.

However, these people have key areas of responsibility:

- The **board of directors** is ultimately responsible for ensuring that California Car & Commercials Limited meets its legal obligations.
- The **Assigned Data Protection Officer, or Heads of Departments** are responsible for:
 - Keeping the board updated about data protection responsibilities, risks and issues within their individual departments.
 - Reviewing all data protection procedures and related policies, in line with an agreed schedule within their individual departments.
 - Arranging data protection training and advice for the people covered by this policy within their individual departments.
 - Handling data protection questions from staff and anyone else covered by this policy within their individual departments.

- Dealing with requests from individuals to see the data California Car & Commercials Limited holds about them (also called 'subject access requests') on behalf of their individual departments.
- Checking and approving any contracts or agreements with third parties that may handle the company's sensitive data that relates to their individual departments.
- The **IT Company, E-Automotive** are responsible for:
 - Ensuring all systems, services and equipment used for storing data meet acceptable security standards.
 - Performing regular checks and scans to ensure security hardware and software is functioning properly.
 - Evaluating any third-party services the company is considering using to store or process data. For instance, cloud computing services.
- The **Directors** are responsible for:
 - Approving any data protection statements attached to communications such as emails and letters from the Marketing Department or Marketing Company, Marketing Media Plus.
 - Addressing any data protection queries from journalists or media outlets like newspapers that relate to Marketing Materials.
 - Where necessary, working with other staff to ensure marketing initiatives abide by data protection principles.
- The Heads of each department will ultimately be responsible for any material or communication that their department may issue using individual's data to ensure it is in line with the Data Protection Policy, GDPR Updates and the law.

General staff guidelines

- The only people able to access data covered by this policy should be those who **need it for their role**.
- Data **should not be shared informally**. When access to confidential information is required, employees can request it from their line managers.
- **California Car & Commercials Limited will provide training** to all employees to help them understand their responsibilities when handling data.
- Employees should keep all data secure, by taking sensible precautions and following the guidelines below.
- In particular, **strong passwords must be used** on all data files and they should never be shared.
- Personal data **should not be disclosed** to unauthorised people, either within the company or externally.
- Data should be **regularly reviewed and updated** if it is found to be out of date. If no longer required, it should be deleted and disposed of.
- Employees **should request help** from their line manager or the data protection officer if they are unsure about any aspect of data protection.

Data Storage

These rules describe how and where data should be safely stored. Questions about storing data safely can be directed to the IT manager or data controller. When data is **stored on paper**, it should be kept in a secure place where unauthorised people cannot see it.

These guidelines also apply to data that is usually stored electronically but has been printed out for some reason:

- When not required, the paper or files should be kept **in a locked drawer or filing cabinet**.
- Employees should make sure paper and printouts are **not left where unauthorised people could see them**, like on a printer or desk.
- **Data printouts should be shredded** and disposed of securely when no longer required.

When data is **stored electronically**, it must be protected from unauthorised access, accidental deletion and malicious hacking attempts:

- Data should be **protected by strong passwords** that are changed regularly.
- If data is **stored on removable media** (like a CD or DVD), these should be kept locked away securely when not being used.
- Data should only be stored on **designated drives and servers**, and should only be uploaded to an **approved cloud computing services**.
- Servers containing personal data should be **sited in a secure location**, away from general office space.
- Data should be **backed up frequently**. Those backups should be tested regularly, in line with the company's standard backup procedures.
- All servers and computers containing data should be protected by **approved security software, passwords and a firewall**.

Data Collection

Data will be collected by California Car & Commercials Limited on the following grounds and will adhere to the Data Protection & GDPR regulations from the Directors going forward from the implementation date of this policy.

- From the date of this Policy, California Car & Commercials Limited Sales departments will provide an Opt-In decision rather than an Opt-Out decision to receive Marketing Communications. The Sales department will make a note of this for the Administrators to log when they input the record on our system. There will no longer be a presumptive approach.
- Data will be collected from but not limited to:
 - Events
 - Vehicle Sales
 - Servicing Appointments
 - All Enquiries (Website, 3rd Party agencies, Emails, Direct Mail, Telephone, Social Media)

This collected data will follow the same rules of an Opt-In approach rather than Opt-Out with data being entered on the system under the preferred choice to ensure the relevant staff are duly informed.

Data Use

Personal data is of no value to California Car & Commercials Limited unless the business can make use of it. However, it is when personal data is accessed and used that it can be at the greatest risk of loss, corruption or theft:

- When working with personal data, employees should ensure **the screens of their computers are always locked** when left unattended.

- Personal data **should not be shared informally**. In particular, it should never be sent by email unless it is encrypted. Where possible it will be uploaded to a portal where the file is able to be downloaded with the right authorisation keys.
- Data must be **encrypted before being transferred electronically**. The IT manager can explain how to send data to authorised external contacts.
- Personal data should **never be transferred outside of the European Economic Area**.
- Employees **should not save copies of personal data to their personal computers**. Always access and update the central copy of any data.
- Data will only be used by California Car & Commercials Limited Marketing Department if we deem that the information being communicated will be of legitimate interest. That of latest news, offers, information that the individual may be interested in.
- Individuals who have not given permission to be marketed to will have notes in the database of this fact and whilst the data will be retained for servicing updates and important vehicle notifications it will not be used for general marketing purposes.

Data Destruction / Removal

The law requires California Car & Commercials Limited take reasonable steps to remove/destroy data upon request of the individual. On some occasions within different departments legitimate interest may require us to retain segments of data but the duration of which is defined by each department. We will keep records after re-solicitation for a maximum period of 10 years to ensure that all updates and notifications are received that provide genuine interest and relevance.

We have taken this period under careful consideration and assessment with a selection of existing individuals. After the 10-year period to continue sending Marketing Communication California Car & Commercials Limited will need to resolicit once more to regain permission to do so.

The process for data removal requests is as follows below:

- Individual requests removal from database from a member of staff.
- That member of staff will email the details to the Director.
- The Director will remove the details in the system or ask a team member to do so.
- A representative from California Car & Commercials Limited will inform the individual that they have been removed.

If segments of the data need to be retained for legitimate interest purposes then the Director will mark within the system that they do not want to receive any Marketing materials going forwards.

Note: The function of the Director may be delegated to another member of staff within the company. Should the responsibility of this process change this policy will be updated with the relevant persons.

Data Accuracy

The law requires California Car & Commercials Limited to take reasonable steps to ensure data is kept accurate and up to date. The more important it is that the personal data is accurate, the greater the effort California Car & Commercials Limited should put into ensuring its accuracy.

It is the responsibility of all employees who work with data to take reasonable steps to ensure it is kept as accurate and up to date as possible.

- Data will be held in **as few places as necessary**. Staff should not create any unnecessary additional data sets.
- Staff should **take every opportunity to ensure data is updated**. For instance, by confirming a customer's details when they call.
- California Car & Commercials Limited will make it **easy for data subjects to update the information** we hold about them. For instance, via the company website.
- Data should be **updated as inaccuracies are discovered**. For instance, if a customer can no longer be reached on their stored telephone number, it should be removed from the database.

Subject Access Requests – Marketing Only

All individuals who are the subject of personal data held by California Car & Commercials Limited are entitled to:

- Ask **what information** the company holds about them and why.
- Ask **how to gain access** to it.
- Be informed **how to keep it up to date**.
- Be informed how the company is **meeting its data protection obligations**.

If an individual contacts the company requesting this information, this is called a subject access request. Subject access requests from individuals should be made by email, addressed to the data controller at sales@california-group.co.uk. The data controller will always verify the identity of anyone making a subject access request before handing over any information.

Disclosing Data for other reasons

In certain circumstances, the Data Protection Act and GDPR allows personal data to be disclosed to law enforcement agencies without the consent of the data subject.

Under these circumstances, California Car & Commercials Limited will disclose requested data. However, the data controller will ensure the request is legitimate, seeking assistance from the board and from the company's legal advisers where necessary.

Providing Information

California Car & Commercials Limited aims to ensure that individuals are aware that their data is being processed, and that they understand:

- How the data is being used
- How it is destroyed
- The duration of storage
- How to exercise their rights

To these ends, the company has a privacy statement, setting out how data relating to individuals is used by the company. [This is available upon request.]

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