



CALEDONIAN MARKETING LTD

GDPR Data Protection Agreement Policy

Introduction

At Caledonian Marketing Ltd, we are committed to protecting the privacy and security of our clients', employees' and contractors' personal data. This Data Protection Agreement (DPA) outlines our approach to data protection and our compliance with the General Data Protection Regulation (GDPR).

Data Collection

We collect and process the following types of personal data for various legitimate business purposes:

- **Personal Identification Information:** Name, email address, phone number, postal address, etc.
- **Financial Information:** Bank account details, payment information, etc.
- **Technical Data:** IP address, browser type, operating system, etc.
- **Usage Data:** Information about how you use our website and services.
- **Marketing and Communications Data:** Your preferences in receiving marketing from us and your communication preferences.

Data Use

We use the collected data for the following purposes:

- To provide, operate, and maintain our services.
- To improve, personalise, and expand our services.
- To understand and analyse how you use our services.
- To develop new products, services, features, and functionality.
- To communicate with you, including for customer service, updates, & marketing purposes.
- To process transactions and manage orders.
- To prevent fraud and enhance security.

Data Storage

We store personal data securely using appropriate technical and organizational measures to protect against unauthorized access, alteration, disclosure, or destruction. Our data storage practices include:

- **Digital Data:** Digital data is stored on secure servers located within the European Economic Area (EEA). We use encryption, access controls, and secure cloud services compliant with GDPR to ensure the safety of digital data.
- **Physical Data:** Physical data, such as paper records, is stored in secure, access-controlled facilities. We implement physical security measures, including locked storage cabinets and restricted access to authorised personnel only.

By employing these measures, we ensure that both digital and physical data are protected in accordance with GDPR requirements.

Data Sharing

We may share your data with:

- **Service Providers:** Who perform services on our behalf, such as payment processing, data analysis, email delivery, hosting services, customer service, and marketing assistance.
- **Business Partners:** For joint marketing activities.
- **Legal Authorities:** If required by law or to protect our rights.



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Rights

Under the GDPR, you have the following rights regarding your personal data:

- **Access:** Request access to your personal data.
- **Correction:** Request correction of inaccurate or incomplete data.
- **Deletion:** Request deletion of your personal data under certain conditions.
- **Restriction:** Request restriction of processing your personal data under certain conditions.
- **Objection:** Object to the processing of your personal data under certain conditions.
- **Portability:** Request transfer of your data to another organization or directly to you under certain conditions.

Security

We implement a variety of security measures to maintain the safety of your personal data. These measures include encryption, access controls, and regular security assessments to protect against unauthorized access, alteration, disclosure, or destruction of data.

Effective Date

This policy is effective from: 22nd October 2024

Next Review Date

This policy should be reviewed on or by: 22nd October 2025

Calum Todd

Managing Director

Marco Falconer

Managing Director