

Sight and Sound GDPR Document

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Personal Data - any information relating to an identifiable person who can be directly or indirectly identified in particular by reference to an identifier.

Sight and Sound (Distributors) Ltd collect personal data on customers (including perspective customers) over the phone and via contact forms from our website.

The captured data is stored in a purpose built CRM on Podio. Once the information is stored on Podio only employees of Sight and Sound have access to the data. Podio is password protected for security and has access rights which can control which data is displayed to which employees.

Sight and Sound use the data on Podio to run reports on sales figures by month and year. The data is also used to determine sales figures in each market segment and other reports for similar reporting uses.

The data collected on individuals is name, phone number, email address, company name (if applicable) and the purpose for their call. We do not collect or record any sensitive data. All data collected is required as it allows us to carry out the customer's request.

An employee of Sight and Sound can access the data to use for a quotation. A quotation is created from an excel template. All of our quotations contain the customer's name, phone number, email address, company name (if applicable) and is emailed to the customer.

The excel sheets are stored on a shared Google Drive folder. Only a Sight and Sound employee has access to this folder. Google Drive is installed on the Sight and Sound laptops / PCs and are password protected.

If a customer triggered their rights and requested Sight and Sound to delete all of their personal details a Podio admin at Sight and Sound can quickly and easily delete all information currently held on this customer by accessing Podio and deleting the data permanently. This data and any trace of the data is purged.

If a customer requested a record of their data a Podio admin at Sight and Sound can access Podio and download all information pertaining to that customer. This information will be downloaded in an excel sheet format.

Podio performs regular security audits that are carried out by internal Citrix security team and will notify Sight and Sound to any data breach that occurs.

Sight and Sound's response would be to determine what data has been accessed and by who. Sight and Sound would then make contact with customers who's data was accessed to notify them of the breach and what actions Sight and Sound were taking to ensure that the vulnerability has been rectified. Sight and Sound who then work with Podio and Citrix to carry out the actions required.

Sight and Sound will always endeavour to grant a customer's request rights if we do not have the information and cannot provide the customer with data that they have requested we

will write a formal letter explaining why the request cannot be granted and the efforts that were undertaken to grant the request.

Our Partner's, who we store our information with (Podio & Google) have confirmed that they are adhering to the GDPR guidelines as they are set out.

Sight and Sound retain customer data on our CRM and in the form of quotation on our shared Google Drive for a period of 5 years as the products we sell commonly have 5 year warranties. We do this to ensure that the customer and Sight and Sound are protected in case of a warranty failure of a product we have supplied. Sight and Sound will on the 2nd of January each year purge the data of any customer that have not been in contact with Sight and Sound for a period of 5 years. Sight and Sound will send an email to the customer before their data is deleted requesting consent to retain the customers data for marketing purposes. If the customer replies confirming consent then the information will be retained for a period of 5 years for marketing purposes. If the customer does not reply this will be taken as Sight and Sound not having consent and the data will be deleted on the 2nd of January

Any accounts, Podio or Google Apps for business, that a member of staff has while in the employ of Sight and Sound are centrally managed by the Sight and Sound administrator and upon leaving the employ of Sight and Sound the accounts and all data recorded within revert to Sight and Sound. The account passwords are changed and the data is retained until the account is deactivated. Accounts are deactivated after 2 years.