

## **GDPR COMPLIANCE**

Barfly takes your data security as our highest priority, what follows is an outline of what this means and our promise to you on your data privacy.

The EU General Data Protection Regulation (GDPR) and UK data protection Act are privacy and data protection regulations in the EU/UK effective from 25 May 2018. In what follows we refer to GDPR, but this equally applies to the UK DPA.

The GDPR imposes new obligations on Barfly to control and process personal data in specific ways, it also introduces new rights and protections for UK and EU citizens.

Barfly is committed to ensuring that your privacy is protected. We strictly adhere to the provisions of all relevant Data Protection Legislation, including GDPR, ensuring all personal data is handled in line with the principles outlined in the regulations.

Any of personal data shall be:

1. Processed lawfully, fairly and in a transparent manner in relation to the natural persons. This means we will adhere to any legal regulations, only process in a clear and transparent way, without any alteration to the data that you have provided.
2. Barfly will specify the data we collect, why we need it and only use it for those legitimate purposes. We will not further process the data in any manner that is incompatible with those purposes specified to you.
3. What Barfly collects will only be adequate, relevant and limited to what is necessary in relation to the purposes for which we are processing the information and advised to you.
4. Barfly ensure, as much as possible, that the data is accurate and, where necessary, kept up to date if that is relevant.
5. Barfly will always keep your data in a form which permits the identification of data subjects. We will keep it for no longer than is necessary for the purpose for which we collected it. Barfly will for example retain videos for up to 10 years.
6. Barfly will only process the data in a manner that ensures appropriate security of that personal data, including protection against unauthorised or unlawful processing and accidental loss, destruction or damage, using appropriate technical or organisational measures.



Barfly respects our customers, clients and staff rights to data privacy and protection and as such we have revised our internal policies, procedures, working practices in order that we meet the requirements of the all legislation.

Barfly are committed to compliance as both a processor and controller of personal data. We have established a working group to implement legislation and ensure compliance on an ongoing basis.

In addition to EU/UK compliance Barfly will always follow any applicable regulations in other territories in which it works and apply no lesser policy or protocols than those laid out in the GDPR.

Barfly remains committed to protecting the personal data of its customers, respondents and employees. If you have any questions or require any further clarification, please contact Nick Dudley-Williams ([nick@barfly.pm](mailto:nick@barfly.pm)) Managing Partner and DPO.