

WN LINK - GDPR PROCESS

In order for a customer to place an advert in either the WN4 or the BL6 magazines detailed information regarding the customers business is required. This information is primarily required for inclusion in the customers advert, but also for invoicing and repeat business.

Both the WN4 and BL6 advert application form is used to collect this information. Along with business details the customer is also asked to read the WN Link terms and conditions and to also give consent for the WN Link to contact them again via phone, or email. This is done by tick boxes on the bottom of both the WN4 and BL6 advert application form.

WHAT CUSTOMER DETAILS/INFORMATION ARE STORED?

- Customer Contact Name
- Business Name
- Business Address
- Business Telephone Number(s)
- Business Email Address
- Business Web Address

WHY IS THIS INFORMATION STORED?

The information is held to allow the WN Link to create a detailed and accurate advert for the customer. The information is then used to communicate effectively with the customer regarding invoicing and continued business.

WHAT IS THE INFORMATION USED FOR?

To communicate with the customer via phone and/or email regarding their advert design, invoicing and future advert placement.

WHERE IS THE INFORMATION STORED?

- A local copy of the data is stored on an encrypted external hard drive.
- A back up copy is also stored in the cloud via Dropbox and is password protected.

WHERE ARE BACKUP/HARD DRIVE STORED?

- In a secure location within the WN Link HQ.
- On Dropbox in the cloud.

HOW IS THE INFORMATION BACKED UP?

- Regular back-up to Dropbox.

WHO CAN ACCESS THE INFORMATION?

WN Link Personal, Sarah McDermott - Business Owner and Kevin Hayden - Designer.

HOW IS THE INFORMATION HANDLED WHEN IT IS NO LONGER REQUIRED?

Information is deleted from the local database.
Information is then deleted from Dropbox once backed-up.
Any paper copies are shredded.

HOW IS ANY HARD COPY INFORMATION HANDLED?

All paper information is held and securely locked away at the WN Link until transferred to the secure local database and backed-up via Dropbox.
Any application forms are shredded upon information being transferred to the secure local database.

HOW DO CUSTOMERS OBTAIN A COPY OF THEIR STORED DATA?

Customers can email info@wnlink.co.uk and request a copy of their stored information. The relevant information will be emailed back to them.