



FIFTY2ONE
digital marketing & development

GDPR Statement

- From date of initial contract or agreement to use services – we will retain the clients data for a maximum of 12 months
 - Using only when necessary to communicate and discuss working together
- If a client cancels our services, we will retain data pertaining to their account
 - We will retain payment and invoicing data for a maximum of 6 years for HMRC and Tax purposes.
 - We will also retain account campaign data for a maximum of 12 months including but not limited to:
 - Ranking reports
 - Analytics reports/data
 - Job sheets
 - Correspondence pertaining to work both within and outside of our initial agreed remit
 - Traffic data
 - Relevant contact information
 - Website files where applicable
 - Other documents that may be applicable to the campaign or customer account
 - Account notes
 - Client written feedback
 - You have the rights to your own information. A copy of the initial data/information we collect about you can be provided free of charge at the start of a contract
 - Subsequent requests of your data may induce a small administrative charge under the following circumstances:
 - Repetitive requests of data sets over a course of time
 - Requests for excessive amounts of data over a course of time
 - For further information on your 'Right of Access', please visit www.ico.com
- As part of the new GDPR, when communicating between multiple parties:
 - All parties must be made aware of, then accept any further communication between the two parties that may not have previously communicated. This includes:
 - Unarranged phone calls
 - Unarranged or unsolicited emails
 - Any other form of digital or physical communication that hasn't been previously approved by all parties involved
- Under no circumstances, will any of the data we collect be shared with any other party, internal or external, without prior written content from the party the data is belonging to.