



1. Introduction

This Policy sets out the obligations of Ward Strategic Communications Ltd's (Ward) obligations regarding the collection, processing, transfer, storage, and disposal of personal data. Ward is registered in England 12203883, whose registered office is Ward Strategic Communications Ltd, 57 Sylvester Road, London N2 8HN, regarding data protection and the rights of members of the public, elected officials, government and local authority employees, business owners, users of public and private services, business contacts ("data subjects") in respect of their personal data under Data Protection Law (all legislation and regulations in force from time to time regulating the use of personal data and the privacy of electronic communications including, but not limited to, EU Regulation 2016/679 General Data Protection Regulation ("GDPR"), the Data Protection Act 2018, and any successor legislation or other directly applicable EU regulation relating to data protection and privacy for as long as, and to the extent that, EU law has legal effect in the UK).

2. Definitions

"consent"	means the consent of the data subject which must be a freely given, specific, informed, and unambiguous indication of the data subject's wishes by which they, by a statement or by a clear affirmative action, signify their agreement to the processing of personal data relating to them;
"data controller"	means the natural or legal person or organisation which, alone or jointly with others, determines the purposes and means of the processing of personal data. For the purposes of this Policy, Ward is the data controller of all personal data relating to members of the public, elected officials, government and local authority employees, business owners, shoppers, users of public and private services, business contacts used in our business for our commercial purposes;
"data processor"	means a natural or legal person or organisation which processes personal data on behalf of a data controller;
"data subject"	means a living, identified, or identifiable natural person about whom Ward holds personal data;
"EEA"	means the European Economic Area, consisting of all EU Member States, Iceland, Liechtenstein, and Norway;
"personal data"	means any information relating to a data subject who can be identified, directly or indirectly, in particular by reference to an identifier such as a name, identification number, location data, an online identifier, or to one or more factors specific to the physical, physiological, genetic, mental, economic, cultural, or social identity of that data subject;
"personal data breach"	means a breach of security leading to the accidental or unlawful destruction, loss, alteration, unauthorised disclosure of, or access to, personal data transmitted, stored, or otherwise processed;
"processing"	means any operation or set of operations performed on personal data or sets of personal data, whether or not by automated means, such as collection, recording, organisation, structuring, storage, adaptation or alteration, retrieval, consultation, use, disclosure by transmission, dissemination or otherwise making available, alignment or combination, restriction, erasure or destruction;
"pseudonymisation"	means the processing of personal data in such a manner that the personal data can no longer be attributed to a specific data subject without the use of additional information, provided that such additional information is kept separately and is subject to technical and organisational measures to ensure that the personal data is not attributed to an identified or identifiable natural person; and
"special category personal data"	means personal data revealing racial or ethnic origin, political opinions, religious or philosophical beliefs, trade union membership, health, sexual life, sexual orientation, biometric, or genetic data.

3. Scope

- 3.1 The Company is committed not only to the letter of the law, but also to the spirit of the law and places high importance on the correct, lawful, and fair handling of all personal data, respecting the legal rights, privacy, and trust of all individuals with whom it deals.
- 3.2 The Company's Data Protection Representative is Edward Butler-Ellis, Managing Director and is responsible for administering this Policy and for developing and implementing any applicable related policies, procedures, and/or guidelines.
- 3.3 All directors are responsible for ensuring that all employees, agents, contractors, or other parties working on behalf of Ward comply with this Policy and, where applicable, must implement such practices, processes, controls, and training as are reasonably necessary to ensure such compliance.
- 3.4 Any questions relating to this Policy or to Data Protection Law should be referred to the Data Protection Representative. In particular, the Data Protection Representative should always be consulted in the following cases:
 - 3.4.1 if there is any uncertainty relating to the lawful basis on which personal data is to be collected, held, and/or processed;
 - 3.4.2 if consent is being relied upon in order to collect, hold, and/or process personal data;
 - 3.4.3 if there is any uncertainty relating to the retention period for any particular type(s) of personal data;
 - 3.4.4 if any new or amended privacy notices or similar privacy-related documentation are required;
 - 3.4.5 if any assistance is required in dealing with the exercise of a data subject's rights (including, but not limited to, the handling of subject access requests);
 - 3.4.6 if a personal data breach (suspected or actual) has occurred;
 - 3.4.7 if there is any uncertainty relating to security measures (whether technical or organisational) required to protect personal data;
 - 3.4.8 if personal data is to be shared with third parties (whether such third parties are acting as data controllers or data processors);
 - 3.4.9 if personal data is to be transferred outside of the EEA and there are questions relating to the legal basis on which to do so
 - 3.4.10 when any significant new processing activity is to be carried out, or significant changes are to be made to existing processing activities, which will require a Data Protection Impact Assessment;
 - 3.4.11 when personal data is to be used for purposes different to those for which it was originally collected;
 - 3.4.12 if any automated processing, including profiling or automated decision-making, is to be carried out; or
 - 3.4.13 if any assistance is required in complying with the law applicable to direct marketing.

4. The Data Protection Principles

This Policy aims to ensure compliance with Data Protection Law. The GDPR sets out the following principles with which any party handling personal data must comply. Data controllers are responsible for, and must be able to demonstrate, such compliance. All personal data must be:

- 4.1 processed lawfully, fairly, and in a transparent manner in relation to the data subject;
- 4.2 collected for specified, explicit, and legitimate purposes and not further processed in a manner that is incompatible with those purposes. Further processing for archiving purposes in the public interest, scientific or historical research purposes or statistical purposes shall not be considered to be incompatible with the initial purposes;
- 4.3 adequate, relevant, and limited to what is necessary in relation to the purposes for which it is processed;
- 4.4 accurate and, where necessary, kept up to date. Every reasonable step must be taken to ensure that personal data that is inaccurate, having regard to the purposes for which it is processed, is erased, or rectified without delay;
- 4.5 kept in a form which permits identification of data subjects for no longer than is necessary for the purposes for which the personal data is processed. Personal data may be stored for longer periods insofar as the personal data will be processed solely for archiving purposes in the public interest, scientific or historical research purposes, or statistical purposes, subject to implementation of the appropriate technical and organisational measures required by the GDPR in order to safeguard the rights and freedoms of the data subject;
- 4.6 processed in a manner that ensures appropriate security of the personal data, including protection against unauthorised or unlawful processing and against accidental loss, destruction, or damage, using appropriate technical or organisational measures.

5. The Rights of Data Subjects

The GDPR sets out the following rights applicable to data subjects (please refer to the parts of this policy indicated for further details):

- 5.1 The right to be informed;
- 5.2 The right of access;
- 5.3 The right to rectification;
- 5.4 The right to erasure (also known as the 'right to be forgotten');
- 5.5 The right to restrict processing;
- 5.6 The right to data portability;
- 5.7 The right to object; and
- 5.8 Rights with respect to automated decision-making and profiling.

6. Lawful, Fair, and Transparent Data Processing

- 6.1 Data Protection Law seeks to ensure that personal data is processed lawfully, fairly, and transparently, without adversely affecting the rights of the data subject. Specifically, the GDPR states that processing of personal data shall be lawful if at least one of the following applies:
 - 6.1.1 the data subject has given consent to the processing of their personal data for one or more specific purposes;
 - 6.1.2 the processing is necessary for the performance of a contract to which the data subject is a party, or in order to take steps at the request of the data subject prior to entering into a contract;

- 6.1.3 the processing is necessary for compliance with a legal obligation to which the data controller is subject;
 - 6.1.4 the processing is necessary to protect the vital interests of the data subject or of another natural person;
 - 6.1.5 the processing is necessary for the performance of a task carried out in the public interest or in the exercise of official authority vested in the data controller; or
 - 6.1.6 the processing is necessary for the purposes of the legitimate interests pursued by the data controller or by a third party, except where such interests are overridden by the fundamental rights and freedoms of the data subject which require protection of personal data, in particular where the data subject is a child.
- 6.2 If the personal data in question is special category personal data (also known as “sensitive personal data”), at least one of the following conditions must be met:
- 6.2.1 the data subject has given their explicit consent to the processing of such data for one or more specified purposes (unless EU or EU Member State law prohibits them from doing so);
 - 6.2.2 the processing is necessary for the purpose of carrying out the obligations and exercising specific rights of the data controller or of the data subject in the field of employment, social security, and social protection law (insofar as it is authorised by EU or EU Member State law or a collective agreement pursuant to EU Member State law which provides for appropriate safeguards for the fundamental rights and interests of the data subject);
 - 6.2.3 the processing is necessary to protect the vital interests of the data subject or of another natural person where the data subject is physically or legally incapable of giving consent;
 - 6.2.4 the data controller is a foundation, association, or other non-profit body with a political, philosophical, religious, or trade union aim, and the processing is carried out in the course of its legitimate activities, provided that the processing relates solely to the members or former members of that body or to persons who have regular contact with it in connection with its purposes and that the personal data is not disclosed outside the body without the consent of the data subjects;
 - 6.2.5 the processing relates to personal data which is manifestly made public by the data subject;
 - 6.2.6 the processing is necessary for the conduct of legal claims or whenever courts are acting in their judicial capacity;
 - 6.2.7 the processing is necessary for substantial public interest reasons, on the basis of EU or EU Member State law which shall be proportionate to the aim pursued, shall respect the essence of the right to data protection, and shall provide for suitable and specific measures to safeguard the fundamental rights and interests of the data subject;
 - 6.2.8 the processing is necessary for the purposes of preventative or occupational medicine, for the assessment of the working capacity of an employee, for medical diagnosis, for the provision of health or social care or treatment, or the management of health or social care systems or services on the basis of EU or EU Member State law or pursuant to a contract with a health professional, subject to the conditions and safeguards referred to in Article 9(3) of the GDPR;
 - 6.2.9 the processing is necessary for public interest reasons in the area of public health, for example, protecting against serious cross-border threats to health or ensuring high standards of quality and safety of health care and of medicinal products or medical devices, on the basis of EU or EU Member State law which provides for suitable and specific

measures to safeguard the rights and freedoms of the data subject (in particular, professional secrecy); or

- 6.2.10 the processing is necessary for archiving purposes in the public interest, scientific or historical research purposes, or statistical purposes in accordance with Article 89(1) of the GDPR based on EU or EU Member State law which shall be proportionate to the aim pursued, respect the essence of the right to data protection, and provide for suitable and specific measures to safeguard the fundamental rights and the interests of the data subject.

7. Consent

If consent is relied upon as the lawful basis for collecting, holding, and/or processing personal data, the following shall apply:

- 7.1 Consent is a clear indication by the data subject that they agree to the processing of their personal data. Such a clear indication may take the form of a statement or a positive action. Silence, pre-ticked boxes, or inactivity are unlikely to amount to consent.
- 7.2 Where consent is given in a document which includes other matters, the section dealing with consent must be kept clearly separate from such other matters.
- 7.3 Data subjects are free to withdraw consent at any time and it must be made easy for them to do so. If a data subject withdraws consent, their request must be honoured promptly.
- 7.4 If personal data is to be processed for a different purpose that is incompatible with the purpose or purposes for which that personal data was originally collected that was not disclosed to the data subject when they first provided their consent, consent to the new purpose or purposes may need to be obtained from the data subject.
- 7.5 If special category personal data is processed, Ward shall normally rely on a lawful basis other than explicit consent. If explicit consent is relied upon, the data subject in question must be issued with a suitable privacy notice in order to capture their consent.
- 7.6 In all cases where consent is relied upon as the lawful basis for collecting, holding, and/or processing personal data, records must be kept of all consents obtained in order to ensure that Ward can demonstrate its compliance with consent requirements.

8. Specified, Explicit, and Legitimate Purposes

- 8.1 The Company collects and processes the personal data set out in part 24 this Policy. This includes:
- 8.1.1 personal data collected directly from data subjects; and
- 8.1.2 personal data obtained from third parties.
- 8.2 The Company only collects, processes, and holds personal data for the specific purposes set out in Part 24 of this Policy (or for other purposes expressly permitted by Data Protection Law).
- 8.3 Data subjects must be kept informed at all times of the purpose or purposes for which Ward uses their personal data. Please refer to Part 15 for more information on keeping data subjects informed.



9. Adequate, Relevant, and Limited Data Processing

- 9.1 Ward will only collect and process personal data for and to the extent necessary for the specific purpose or purposes of which data subjects have been informed (or will be informed) as under Part 8, above, and as set out in Part 24, below.
- 9.2 Employees, agents, contractors, or other parties working on behalf of Ward may collect personal data only to the extent required for the performance of their job duties and only in accordance with this Policy. Excessive personal data must not be collected.
- 9.3 Employees, agents, contractors, or other parties working on behalf of Ward may process personal data only when the performance of their job duties requires it. Personal data held by Ward cannot be processed for any unrelated reasons.

10. Accuracy of Data and Keeping Data Up-to-Date

- 10.1 Ward shall ensure that all personal data collected, processed, and held by it is kept accurate and up-to-date. This includes, but is not limited to, the rectification of personal data at the request of a data subject, as set out in Part 17, below.
- 10.2 The accuracy of personal data shall be checked when it is collected and at regular intervals thereafter. If any personal data is found to be inaccurate or out-of-date, all reasonable steps will be taken without delay to amend or erase that data, as appropriate.

11. Data Retention

- 11.1 Ward shall not keep personal data for any longer than is necessary in light of the purpose or purposes for which that personal data was originally collected, held, and processed.
- 11.2 When personal data is no longer required, all reasonable steps will be taken to erase or otherwise dispose of it without delay.
- 11.3 Where the data has been collected for business purposes relating to a site specific project or consultation, it will be erased no later than 12 months following a planning approval granted by a planning authority, planning inspector, and/or other statutory appeal body.

12. Secure Processing

- 12.1 Ward shall ensure that all personal data collected, held, and processed is kept secure and protected against unauthorised or unlawful processing and against accidental loss, destruction, or damage. Further details of the technical and organisational measures which shall be taken are provided in Parts 25 to 30 of this Policy.
- 12.2 All technical and organisational measures taken to protect personal data shall be regularly reviewed and evaluated to ensure their ongoing effectiveness and the continued security of personal data.
- 12.3 Data security must be maintained at all times by protecting the confidentiality, integrity, and availability of all personal data as follows:
 - 12.3.1 only those with a genuine need to access and use personal data and who are authorised to do so may access and use it;
 - 12.3.2 personal data must be accurate and suitable for the purpose or purposes for which it is collected, held, and processed; and



- 12.3.3 authorised users must always be able to access the personal data as required for the authorised purpose or purposes.

13 Accountability and Record-Keeping

- 13.1 The Company Data Protection Representative is responsible for administering this Policy and for developing and implementing any applicable related policies, procedures, and/or guidelines.
- 13.2 Ward shall follow a privacy by design approach at all times when collecting, holding, and processing personal data. Data Protection Impact Assessments shall be conducted if any processing presents a significant risk to the rights and freedoms of data subjects (please refer to Part 14 for further information).
- 13.3 All employees, agents, contractors, or other parties working on behalf of Ward shall be given appropriate training in data protection and privacy, addressing the relevant aspects of Data Protection Law, this Policy, and all other applicable Company policies.
- 13.4 Ward's data protection compliance shall be regularly reviewed and evaluated.
- 13.5 Ward shall keep written internal records of all personal data collection, holding, and processing, which shall incorporate the following information:
 - 13.5.1 the name and details of Ward, its Company Data Protection Representative, and any applicable third-party data transfers (including data processors and other data controllers with whom personal data is shared);
 - 13.5.2 the purposes for which Ward collects, holds, and processes personal data;
 - 13.5.3 Ward's legal basis or bases (including, but not limited to, consent, the mechanism(s) for obtaining such consent, and records of such consent) for collecting, holding, and processing personal data;
 - 13.5.4 details of the categories of personal data collected, held, and processed by Ward, and the categories of data subject to which that personal data relates;
 - 13.5.5 details of any transfers of personal data to non-UK countries including all mechanisms and security safeguards;
 - 13.5.6 details of how long personal data will be retained by Ward;
 - 13.5.7 details of personal data storage, including location(s);
 - 13.5.8 detailed descriptions of all technical and organisational measures taken by Ward to ensure the security of personal data.

14 Data Protection Impact Assessments and Privacy by Design

- 14.4 In accordance with the privacy by design principles, Ward shall carry out Data Protection Impact Assessments for any and all new projects and/or new uses of personal data which involve the use of new technologies and where the processing involved is likely to result in a high risk to the rights and freedoms of data subjects.
- 14.5 The principles of privacy by design should be followed at all times when collecting, holding, and processing personal data. The following factors should be taken into consideration:



- 14.5.1 the nature, scope, context, and purpose or purposes of the collection, holding, and processing;
 - 14.5.2 the state of the art of all relevant technical and organisational measures to be taken;
 - 14.5.3 the cost of implementing such measures; and
 - 14.5.4 the risks posed to data subjects and to Ward, including their likelihood and severity.
- 14.6 Data Protection Impact Assessments shall be overseen by the Company Data Protection Representative and shall address the following:
- 14.6.1 the type(s) of personal data that will be collected, held, and processed;
 - 14.6.2 the purpose(s) for which personal data is to be used;
 - 14.6.3 Ward's objectives;
 - 14.6.4 how personal data is to be used;
 - 14.6.5 the parties (internal and/or external) who are to be consulted;
 - 14.6.6 the necessity and proportionality of the data processing with respect to the purpose(s) for which it is being processed;
 - 14.6.7 risks posed to data subjects;
 - 14.6.8 risks posed both within and to Ward; and
 - 14.6.9 proposed measures to minimise and handle identified risks.

15 Keeping Data Subjects Informed

15.1 Ward shall provide the information set out in Part 15.2 to every data subject:

- a) where personal data is collected directly from data subjects, those data subjects will be informed of its purpose at the time of collection; and
- b) where personal data is obtained from a third party, the relevant data subjects will be informed of its purpose:
 - i) if the personal data is used to communicate with the data subject, when the first communication is made; or
 - ii) if the personal data is to be transferred to another party, before that transfer is made; or
 - iii) as soon as reasonably possible and in any event not more than one month after the personal data is obtained.

15.2 The following information shall be provided in the form of a privacy notice:

- a) details of Ward including, but not limited to, contact details, and the names and contact details of any applicable representatives and its Company Data Protection Representative;
- b) the purpose(s) for which the personal data is being collected and will be processed (as detailed in Part 24 of this Policy) and the lawful basis justifying that collection and processing;



- c) where applicable, the legitimate interests upon which Ward is justifying its collection and processing of the personal data;
- d) where the personal data is not obtained directly from the data subject, the categories of personal data collected and processed;
- e) where the personal data is to be transferred to one or more third parties, details of those parties;
- f) where the personal data is to be transferred to a third party that is located outside of the UK, details of that transfer, including but not limited to the safeguards in place (see Part 31 of this Policy for further details);
- g) details of applicable data retention periods;
- h) details of the data subject's rights under the UK GDPR;
- i) details of the data subject's right to withdraw their consent to Ward's processing of their personal data at any time;
- j) details of the data subject's right to complain to the Information Commissioner's Office;
- k) where the personal data is not obtained directly from the data subject, details about the source of that personal data;
- l) where applicable, details of any legal or contractual requirement or obligation necessitating the collection and processing of the personal data and details of any consequences of failing to provide it; and
- m) details of any automated decision-making or profiling that will take place using the personal data, including information on how decisions will be made, the significance of those decisions, and any consequences.

16 Data Subject Access

- 16.1 Data subjects may make subject access requests ("SARs") at any time to find out more about the personal data which Ward holds about them, what it is doing with that personal data, and why.
- 16.2 Employees wishing to make a SAR should do using a Subject Access Request Form, sending the form to Ward's Company Data Protection Representative at edward@wardsce.com.
- 16.3 Responses to SARs must normally be made within one month of receipt, however, this may be extended by up to two months if the SAR is complex and/or numerous requests are made. If such additional time is required, the data subject shall be informed.
- 16.4 All SARs received shall be handled by Ward's Company Data Protection Representative.
- 16.5 Ward does not charge a fee for the handling of normal SARs. Ward reserves the right to charge reasonable fees for additional copies of information that has already been supplied to a data subject, and for requests that are manifestly unfounded or excessive, particularly where such requests are repetitive.

17 Rectification of Personal Data



- 17.1 Data subjects have the right to require Ward to rectify any of their personal data that is inaccurate or incomplete.
- 17.2 Ward shall rectify the personal data in question, and inform the data subject of that rectification, within one month of the data subject informing the Company of the issue. The period can be extended by up to two months in the case of complex requests. If such additional time is required, the data subject shall be informed.
- 17.3 In the event that any affected personal data has been disclosed to third parties, those parties shall be informed of any rectification that must be made to that personal data.

18 Erasure of Personal Data

- 18.1 Data subjects have the right to request that Ward erases the personal data it holds about them in the following circumstances:
 - 18.1.1 it is no longer necessary for Ward to hold that personal data with respect to the purpose(s) for which it was originally collected or processed;
 - 18.1.2 the data subject wishes to withdraw their consent to Ward holding and processing their personal data;
 - 18.1.3 the data subject objects to Ward holding and processing their personal data (and there is no overriding legitimate interest to allow Ward to continue doing so) (see Part 21 of this Policy for further details concerning the right to object);
 - 18.1.4 the personal data has been processed unlawfully;
 - 18.1.5 the personal data needs to be erased in order for Ward to comply with a particular legal obligation.
- 18.2 Unless Ward has reasonable grounds to refuse to erase personal data, all requests for erasure shall be complied with, and the data subject informed of the erasure, within one month of receipt of the data subject's request. The period can be extended by up to two months in the case of complex requests. If such additional time is required, the data subject shall be informed.
- 18.3 In the event that any personal data that is to be erased in response to a data subject's request has been disclosed to third parties, those parties shall be informed of the erasure (unless it is impossible or would require disproportionate effort to do so).

19 Restriction of Personal Data Processing

- 19.1 Data subjects may request that Ward ceases processing the personal data it holds about them. If a data subject makes such a request, Ward shall retain only the amount of personal data concerning that data subject (if any) that is necessary to ensure that the personal data in question is not processed further.
- 19.2 In the event that any affected personal data has been disclosed to third parties, those parties shall be informed of the applicable restrictions on processing it (unless it is impossible or would require disproportionate effort to do so).

20 Objections to Personal Data Processing

- 20.1 Data subjects have the right to object to Ward processing their personal data based on legitimate interests, for direct marketing (including profiling), and processing for scientific and/or historical research and statistics purposes.
- 20.2 Where a data subject objects to Ward processing their personal data based on its legitimate interests, Ward shall cease such processing immediately, unless it can be demonstrated that Ward's legitimate grounds for such processing override the data subject's interests, rights, and freedoms, or that the processing is necessary for the conduct of legal claims.
- 20.3 Where a data subject objects to Ward processing their personal data for direct marketing purposes, Ward shall cease such processing promptly.
- 20.4 Where a data subject objects to Ward processing their personal data for scientific and/or historical research and statistics purposes, the data subject must, under the UK GDPR, "demonstrate grounds relating to his or her particular situation". The Company is not required to comply if the research is necessary for the performance of a task carried out for reasons of public interest.

21 Direct Marketing

- 21.1 Ward is subject to certain rules and regulations when marketing its services.
- 21.2 The prior consent of data subjects is required for electronic direct marketing including email, text messaging, and automated telephone calls subject to the following limited exception:
 - 21.2.1 The Company may send marketing text messages or emails to a customer provided that that customer's contact details have been obtained in the course of a sale, the marketing relates to similar products or services, and the customer in question has been given the opportunity to opt-out of marketing when their details were first collected and in every subsequent communication from Ward.
- 21.3 The right to object to direct marketing shall be explicitly offered to data subjects in a clear and intelligible manner and must be kept separate from other information in order to preserve its clarity.
- 21.4 If a data subject objects to direct marketing, their request must be complied with promptly. A limited amount of personal data may be retained in such circumstances to the extent required to ensure that the data subject's marketing preferences continue to be complied with.

22 Profiling

- 22.1 Ward may use personal data for profiling purposes. The profiling is done to ensure that public consultation programmes and activities have taken into account the demographic make-up of a particular consultation area. In general, the profiling will be anonymised, that is with no reference to specific data subjects, however, in some instances it may be necessary to profile individual data subjects.
- 22.2 When personal data are used for profiling purposes, the following shall apply:
 - 22.2.1 Clear information explaining the profiling shall be provided to data subjects, including the significance and likely consequences of the profiling;
 - 22.2.2 Appropriate mathematical or statistical procedures shall be used;

22.2.3 Technical and organisational measures shall be implemented to minimise the risk of errors. If errors occur, such measures must enable them to be easily corrected; and

22.2.4 All personal data processed for profiling purposes shall be secured in order to prevent discriminatory effects arising out of profiling (see Parts 22 to 26 of this Policy for more details on data security).

23 Personal Data Collected, Held and Processed

The following personal data are collected, held, and processed by Ward:

Data Ref.	Type of Data	Purpose of Data
Name	Name	To enable us to identify a data subject who: a) Is participating in a public consultation process. b) Is taking part in market research activities. Is participating in a marketing or PR campaign.
Address	Postal address	To enable us to contact data subjects to discuss: a) The project on which a public consultation is being held. b) Market research activities. c) Various products and services promoted by us on behalf of our clients.
Telephone	Mobile and landline numbers	To enable us to contact data subjects to discuss: a) The project on which a public consultation is being held. b) Market research activities. c) Various products and services promoted by us on behalf of our clients.
E-mail	E-mail address	To enable us to contact data subjects to discuss: a) The project on which a public consultation is being held. b) Market research activities. c) Various products and services promoted by us on behalf of our clients.
Gender	Gender	a) To enable us to ensure that public consultation programmes and activities have taken into account the demographic makeup of a particular geography (or group of service-users). b) To ensure that market research activity is targeted at the correct audiences. c) To enable us to correctly target the promotion of various products and services on behalf of our clients.
Sexual orientation	Sexual Orientation	a) To enable us to ensure that public consultation programmes and activities have taken into account the demographic makeup of a particular geography (or group of service-users). b) To ensure that market research activity is targeted at the correct audiences. c) To enable us to correctly target the promotion of various products and services on behalf of our clients.
Date of Birth	Date of Birth	a) To enable us to ensure that public consultation programmes and activities have taken into account the demographic makeup of a particular geography (or group of service-users). b) To ensure that market research activity is targeted at the correct audiences. c) To enable us to correctly target the promotion of various products and services on behalf of our clients. d) To ensure that we are not collecting data from anyone under the age of 13.
Age Group	Age Group	a) To enable us to ensure that public consultation programmes and activities have taken into account the demographic makeup of a particular geography (or group of service-users). b) To ensure that market research activity is targeted at the correct audiences. c) To enable us to correctly target the promotion of various products and services on behalf of our clients. d) To ensure that we are not collecting data from anyone under the age of 13.

Ethnicity	Ethnicity	<p>a) To enable us to ensure that public consultation programmes and activities have taken into account the demographic makeup of a particular geography (or group of service-users).</p> <p>b) To ensure that market research activity is targeted at the correct audiences.</p> <p>c) To enable us to correctly target the promotion of various products and services on behalf of our clients.</p>
Employment	Employment details	<p>a) To enable us to ensure that public consultation programmes and activities have taken into account the demographic makeup of a particular geography (or group of service-users).</p> <p>b) To ensure that market research activity is targeted at the correct audiences. To enable us to correctly target the promotion of various products and services on behalf of our clients.</p>

Shopping Habits	Information on where people shop and what they buy	<p>To enable us to carry out work on behalf of clients to:</p> <p>a) Profile areas for potential development opportunities.</p> <p>b) Understand the shopping habits of different demographic groups, so that our clients can refine and develop new products and services and marketing activity.</p>
Income	Income group	<p>a) To enable us to ensure that public consultation programmes and activities have taken into account the demographic makeup of a particular geography (or group of service-users).</p> <p>b) To ensure that market research activity is targeted at the correct audiences.</p> <p>c) To enable us to correctly target the promotion of various products and services on behalf of our clients.</p>
Feedback	Opinions	<p>a) Opinions of data subjects as part of statutory and non-statutory public consultation exercises, including information on:</p> <ul style="list-style-type: none"> • Views on proposed residential, commercial, retail, transport, energy, waste and general developments • Views on past residential, commercial, retail, transport, energy, waste and general developments • Views on residential, commercial, retail, transport, energy, waste and developments as well as these types of developments in general • Political opinions <p>b) Opinions about the provision of both existing and proposed public and private sector service. Understand the shopping habits of different demographic groups, so that our clients can refine and develop new products and services and marketing activity.</p>
Politics	Affiliations, memberships, voting intentions	<p>To enable us to analyse feedback in respect of:</p> <p>a) Public consultation programmes and activities in the context of people's affiliations, memberships and voting intentions.</p> <p>b) Carry out work on behalf of clients to profile areas for potential development opportunities.</p>
Socio Demographic	Socio Demographic	<p>To enable us to:</p> <p>a) Ensure that public consultation programmes and activities have taken into account the demographic make-up of a particular geography (or group of service-users).</p> <p>b) Carry out work on behalf of clients to profile areas for potential development opportunities.</p> <p>c) Understand the accommodation arrangements of different demographic groups, so that our clients can refine and develop new products and services and marketing activity.</p>
Social Media	Social media names and profiles	To enable us to monitor people's opinions on developments made in public forums.

Housing	Information on home ownership. Tenure, type and size of housing	To enable us to: a) Ensure that public consultation programmes and activities have taken into account the demographic make-up of a particular geography (or group of service-users). b) Carry out work on behalf of clients to profile areas for potential development opportunities. c) Understand the accommodation arrangements of different demographic groups, so that our clients can refine and develop new products and services and marketing activity.
Disability	Disability	a) To enable us to ensure that public consultation programmes and activities have taken into account the demographic makeup of a particular geography (or group of service-users). b) To ensure that market research activity is targeted at the correct audiences. c) To enable us to provide services on behalf of clients in healthcare including the following: <ul style="list-style-type: none"> • Medical device and pharmaceutical development • The provision of health services by the public and private sectors • Public consultation activities around the provision of public and private sector healthcare.
Medical information	Information about current and past medical history	To enable us to provide services on behalf of clients in healthcare including the following: <ul style="list-style-type: none"> • Medical device and pharmaceutical development • The provision of health services by the public and private sectors • Public consultation activities around the provision of public and private sector healthcare.

24 Data Security – Transferring Personal Data and Communications

The Company shall ensure that the following measures are taken with respect to all communications and other transfers involving personal data:

- 24.1 All emails containing personal data must be encrypted using TLS and Bitlocker on Server-Side data encryption;
- 24.2 All emails containing personal data must be marked “confidential”;
- 24.3 Personal data may be transmitted over secure networks only; transmission over unsecured networks is not permitted in any circumstances;
- 24.4 Personal data may not be transmitted over a wireless network if there is a wired alternative that is reasonably practicable;
- 24.5 Personal data contained in the body of an email, whether sent or received, should be copied from the body of that email and stored securely. The email itself should be deleted. All temporary files associated therewith should also be deleted. Once an email has been deleted and enters into the “Deleted Items” folder. Unless the user immediately empties the “Deleted Items” folder the data will be retained for a maximum of 30 days. On reaching the 30-day limit the “Deleted Items” folder will automatically purge the aged emails. The emails remain on the Exchange server hosted by Microsoft for another 30 days. On reaching the 30day limit the aged emails will be permanently deleted. During this time all data are fully encrypted using Bit Locker encryption on the hosted Microsoft servers;
- 24.6 Where personal data is to be sent by facsimile transmission the recipient should be informed in advance of the transmission and should be waiting by the fax machine to receive the data;



- 24.7 Where personal data are to be transferred in hardcopy form it should be passed directly to the recipient or sent using Royal Mail Recorded or a secure courier service; and
- 24.8 All personal data to be transferred physically, whether in hardcopy form or on removable electronic media shall be transferred in a suitable container marked “confidential”;

25 Data Security – Storage

Ward shall ensure that the following measures are taken with respect to the storage of personal data:

- 25.1 All electronic copies of personal data should be stored securely using passwords and TLS and Bitlocker on Server-Side data encryption;
- 25.2 All hardcopies of personal data, along with any electronic copies stored on physical, removable media should be stored securely in a locked box, drawer, cabinet, or similar;
- 25.3 All personal data stored electronically should be backed up daily with backups stored offsite. All backups should be encrypted using TLS and Bitlocker on Server Side;
- 25.4 No personal data should be stored on any mobile device (including, but not limited to, laptops, tablets, and smartphones), whether such device belongs to Ward or otherwise without the formal written approval of Edward Butler-Ellis, Managing Director; and, in the event of such approval, strictly in accordance with all instructions and limitations described at the time the approval is given, and for no longer than is absolutely necessary; and
- 25.5 No personal data should be transferred to any device personally belonging to an employee and personal data may only be transferred to devices belonging to agents, contractors, or other parties working on behalf of Ward where the party in question has agreed to comply fully with the letter and spirit of this Policy and of the GDPR (which may include demonstrating to Ward that all suitable technical and organisational measures have been taken).

26 Data Security – Disposal

When any personal data are to be erased or otherwise disposed of for any reason (including where copies have been made and are no longer needed), it should be securely deleted and disposed of.

27 Data Security – Use of Personal Data

Ward shall ensure that the following measures are taken with respect to the use of personal data:

- 27.1 No personal data may be shared informally and if an employee, agent, sub-contractor, or other party working on behalf of Ward requires access to any personal data that they do not already have access to, such access should be formally requested from Edward Butler-Ellis, Managing Director;
- 27.2 No personal data may be transferred to any employees, agents, contractors, or other parties, whether such parties are working on behalf of Ward or not, without the authorisation of Edward Butler-Ellis, Managing Director;
- 27.3 Personal data must be handled with care at all times and should not be left unattended or on view to unauthorised employees, agents, sub-contractors, or other parties at any time;
- 27.4 If personal data are being viewed on a computer screen and the computer in question is to be left unattended for any period of time, the user must lock the computer and screen before leaving it; and
- 27.5 Where personal data held by Ward are used for marketing purposes, it shall be the responsibility of the Marketing Manager to ensure that the appropriate consent is obtained and that no data subjects have opted out, whether directly or via a third-party service such as the TPS.

28 Data Security – IT Security

Ward shall ensure that the following measures are taken with respect to IT and information security:

- 28.1 All passwords used to protect personal data should be changed regularly and should not use words or phrases that can be easily guessed or otherwise compromised. All passwords must contain a combination of uppercase and lowercase letters, numbers, and symbols. All software used by Ward is designed to require such passwords.;
- 28.2 Under no circumstances should any passwords be written down or shared between any employees, agents, contractors, or other parties working on behalf of Ward, irrespective of seniority or department. If a password is forgotten, it must be reset using the applicable method. IT staff do not have access to passwords;
- 28.3 All software (including, but not limited to, applications and operating systems) shall be kept up-to-date. Ward's IT staff shall be responsible for installing any and all security-related updates not more than three months after the updates are made available by the publisher or manufacturer, unless there are valid technical reasons not to do so; and
- 28.4 No software may be installed on any Company-owned computer or device without the prior approval of the MD.



29 Organisational Measures

The Company shall ensure that the following measures are taken with respect to the collection, holding, and processing of personal data:

- 29.1 All employees, agents, contractors, or other parties working on behalf of Ward shall be made fully aware of both their individual responsibilities and Ward's responsibilities under Data Protection Law and under this Policy, and shall be provided with a copy of this Policy;
- 29.2 Only employees, agents, contractors, or other parties working on behalf of Ward that need access to, and use of, personal data in order to carry out their assigned duties correctly shall have access to personal data held by Ward;
- 29.3 All sharing of personal data shall comply with the information provided to the relevant data subjects and, if required, the consent of such data subjects shall be obtained prior to the sharing of their personal data;
- 29.4 All employees, agents, contractors, or other parties working on behalf of Ward handling personal data will be appropriately trained to do so;
- 29.5 All employees, agents, contractors, or other parties working on behalf of Ward handling personal data will be appropriately supervised;
- 29.6 All employees, agents, contractors, or other parties working on behalf of Ward handling personal data shall be required and encouraged to exercise care, caution, and discretion when discussing work-related matters that relate to personal data, whether in the workplace or otherwise;
- 29.7 Methods of collecting, holding, and processing personal data shall be regularly evaluated and reviewed;
- 29.8 All personal data held by Ward shall be reviewed periodically;
- 29.9 The performance of those employees, agents, contractors, or other parties working on behalf of Ward handling personal data shall be regularly evaluated and reviewed;
- 29.10 All employees, agents, contractors, or other parties working on behalf of Ward handling personal data will be bound to do so in accordance with the principles of Data Protection Law and this Policy by contract;
- 29.11 All agents, contractors, or other parties working on behalf of Ward handling personal data must ensure that any and all of their employees who are involved in the processing of personal data are held to the same conditions as those relevant employees of Ward arising out of this Policy and Data Protection Law;
- 29.12 Where any agent, contractor or other party working on behalf of Ward handling personal data fails in their obligations under this Policy that party shall indemnify and hold harmless Ward against any costs, liability, damages, loss, claims or proceedings which may arise out of that failure;

30 Transferring Personal Data to a Country Outside the UK

- 30.1 The Company may from time to time transfer ('transfer' includes making available remotely) personal data to countries outside of the UK. The UK GDPR restricts such transfers in order to ensure that the level of protection given to data subjects is not compromised.

- 30.2 The transfer of personal data to a country outside of the UK shall take place only if one of the following applies:
- 30.2.1 The UK has issued regulations confirming that the country in question ensures an adequate level of protection (referred to as 'adequacy decisions' or 'adequacy regulations'). From 1 January 2021, transfers of personal data from the UK to EEA countries will continue to be permitted. Transitional provisions are also in place to recognise pre-existing EU adequacy decisions in the UK.
 - 30.2.2 Appropriate safeguards are in place including binding corporate rules, standard contractual clauses approved for use in the UK (this includes those adopted by the European Commission prior to 1 January 2021), an approved code of conduct, or an approved certification mechanism.
 - 30.2.3 the transfer is made with the informed and explicit consent of the relevant data subject(s);
 - 30.2.4 The transfer is necessary for one of the other reasons set out in the UK GDPR including the performance of a contract between the data subject and the Company; public interest reasons; for the establishment, exercise, or defence of legal claims; to protect the vital interests of the data subject where the data subject is physically or legally incapable of giving consent; or, in limited circumstances, for the Company's legitimate interests.

31 Data Breach Notification

- 31.1 All personal data breaches must be reported immediately to Ward's Data Protection Representative.
- 31.2 If an employee, agent, contractor, or other party working on behalf of Ward becomes aware of or suspects that a personal data breach has occurred, they must not attempt to investigate it themselves. Any and all evidence relating to the personal data breach in question should be carefully retained.
- 31.3 If a personal data breach occurs and that breach is likely to result in a risk to the rights and freedoms of data subjects (e.g. financial loss, breach of confidentiality, discrimination, reputational damage, or other significant social or economic damage), the Data Protection Representative must ensure that the Information Commissioner's Office is informed of the breach without delay, and in any event, within 72 hours after having become aware of it.
- 31.4 In the event that a personal data breach is likely to result in a high risk (that is, a higher risk than that described under Part 32.3) to the rights and freedoms of data subjects, the Data Protection Representative must ensure that all affected data subjects are informed of the breach directly and without undue delay.
- 31.5 Data breach notifications shall include the following information:
 - 31.5.1 The categories and approximate number of data subjects concerned;
 - 31.5.2 The categories and approximate number of personal data records concerned;
 - 31.5.3 The name and contact details of Ward's Data Protection Representative (or other contact point where more information can be obtained);
 - 31.5.4 The likely consequences of the breach;
 - 31.5.5 Details of the measures taken, or proposed to be taken, by Ward to address the breach including, where appropriate, measures to mitigate its possible adverse effects.



32 Implementation of Policy

This Policy shall be deemed effective as of 1 June 2022. No part of this Policy shall have retroactive effect and shall thus apply only to matters occurring on or after this date.

This Policy has been approved and authorised by Edward Butler-Ellis, Managing Director.