

# Made Up Ltd

## Data Protection & Handling Policy

Implementation Date: April 2024

### 1. Introduction

This Policy is a supporting document to the Data Protection Policy of Made Up Limited, a company registered in England & Wales, under number 04947008 of 107 Bell Street, London, NW1 6TL ("the Company") regarding data protection and the rights of staff, clients and related business contacts.

This Policy sets out rules and guidance for all employees, agents, contractors, or other parties working on behalf of the Company regarding the handling of personal data.

### 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 Protection Legislation" | means all applicable data protection and privacy laws including, but not limited to, the Data Protection Act 2018, the GDPR, and any applicable national laws, regulations, and secondary legislation in England and Wales concerning the processing of personal data or the privacy of electronic communications, as amended, replaced, or updated from time to time; |
| "data subject"                | means a living, identified, or identifiable individual about whom the Company holds personal data;                                                                                                                                                                                                                                                                     |
| "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;

“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. Data Protection Officer & Scope of Policy**

1. The Company's Data Protection Officer is Chris Gooch contactable by email at [chris.gooch@madeupltd.com](mailto:chris.gooch@madeupltd.com) The Data Protection Officer is responsible for administering this Policy and for developing and implementing any applicable related policies, procedures, and/or guidelines.
2. All managers and heads of department are responsible for ensuring that all employees, agents, contractors, or other parties working on behalf of the Company comply with this Policy and, where applicable, must implement such practices, processes, controls, and training as are reasonably necessary to ensure such compliance.
3. Any questions relating to this Policy, the Company's collection, processing, or holding of personal data, or to the Data Protection Legislation should be referred to the Data Protection Officer.

## 4. Data Protection

1. The Company collects and processes the personal data set out in contracts of employment, website terms and conditions and terms of and conditions of business.
2. The Company only collects, processes, and holds personal data for the specific purposes set out in for purposes expressly permitted by the Data Protection Legislation.
3. The Company 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).
4. Employees, agents, contractors, or other parties working on behalf of the Company may collect personal data only to the extent required for the performance of their job
5. duties and only in accordance with this Policy and the Company's Data Protection Policy. Excessive personal data must not be collected.
6. Employees, agents, contractors, or other parties working on behalf of the Company may process personal data only when the performance of their job duties requires it. Personal data held by the Company cannot be processed for any unrelated reasons.
7. The Company 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.
8. 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.
9. The Company 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.
10. When personal data is no longer required, all reasonable steps will be taken to erase or otherwise dispose of it without delay.
11. For full details of the Company's approach to data retention, including retention periods for specific personal data types held by the Company, please refer to our Data Retention Policy.
12. For more details about the Company's approach to Data Protection and the obligations which apply to the Company and to all employees, agents, contractors, or other parties working on behalf of the Company, please refer to the Company's Data Protection Policy which includes sections on:
  1. The data protection principles;
  2. The rights of data subjects;
  3. Consent.
  4. The accuracy of personal data and keeping personal data up-to-date;
  5. Personal data retention;
  6. Accountability and record-keeping;
  7. Data protection impact assessments;
  8. Privacy by design;
  9. Keeping data subjects informed about their personal data and our use of it;
  10. Data subject access requests;
  11. Rectification of personal data;

12. Erasure of personal data;
13. Restricting personal data processing;
14. Personal data portability;
15. Objections to personal data processing;
16. Automated personal data processing, decision-making, and profiling;
17. Marketing;
18. Details of the personal data collected, held, and processed by the Company;
19. Data security;
20. Organisational security;
21. Transferring personal data to countries located outside of the European Economic Area;  
and
22. Handling data breaches

## **5. Data Security**

1. The Company 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 set out below in Part 6.
2. Data security must be always maintained by protecting the confidentiality, integrity, and availability of all personal data as follows:
3. only those with a genuine need to access and use personal data and who are authorised to do so may access and use it;
4. personal data must be accurate and suitable for the purpose or purposes for which it is collected, held, and processed; and
5. authorised users must always be able to access the personal data as required for the authorised purpose or purposes.

## 6. Data Handling

1. All personal data must be handled in accordance with the requirements of the Data Protection Legislation, the Company's Data Protection Policy, and other related policies.
2. All emails containing personal data must be encrypted with ZIP Password Attached files.
3. All emails containing personal data must be marked "confidential".
4. Personal data may be transmitted over secure networks only; transmission over unsecured networks is not permitted in any circumstances.
5. Personal data may not be transmitted over a wireless network if there is a wired alternative that is reasonably practicable.
6. 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.
7. 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.
8. Where personal data is to be transferred in hardcopy form it should be passed directly to the recipient.
9. 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".
10. All electronic copies of personal data should be stored securely using passwords and data encryption such as secure ZIP files or Secure Server Folders with restricted access.
11. 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.
12. All personal data stored electronically should be backed up with copies stored remotely in a secure location on the file system.
13. When any personal data is 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. For further information on the deletion and disposal of personal data, please refer to the Company's Data Retention Policy.
14. No personal data should be stored on any mobile device (including, but not limited to, laptops, tablets, and smartphones), whether such device belongs to the Company or otherwise without the formal written approval of Cy Kelly, or Chris Gooch 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.
15. No personal data should be transferred to any computer or device personally belonging to an employee, agent, contractor, or other party working on behalf of the Company and personal data may only be transferred to devices belonging to agents, contractors, or other parties working on behalf of the Company where the party in question has agreed to comply fully with the letter and spirit of this Policy and of the Data Protection Legislation (which may include demonstrating to the Company that all suitable technical and organisational measures have been taken).
16. No personal data may be shared informally and if an employee, agent, contractor, or other party working on behalf of the Company requires access to any personal data that they do not already have access to, such access should be formally requested from Cy Kelly, or Chris Gooch.
17. No personal data may be shared with or transferred to any employee, agent, contractor,

or other party, whether such parties are working on behalf of the Company or not, without the authorisation of Cy Kelly, or Chris Gooch and only then if the sharing or transfer is secure, lawful, and fair. Personal data shared with third parties must be covered by a suitable written agreement to ensure compliance with the Data Protection Legislation.

18. Personal data must be handled with care at all times and should not be left unattended or on view to unauthorised employees, agents, contractors, or other parties at any time.
19. If personal data is 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.
20. Where personal data held by the Company is used for marketing purposes, it shall be the responsibility of all account and project managers 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.
21. All passwords must contain a combination of uppercase and lowercase letters, numbers, and symbols. All software used by the Company is designed to require such passwords.
22. Under no circumstances should any passwords be written down or shared between any employees, agents, contractors, or other parties working on behalf of the Company, 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.
23. Under no circumstances should any passwords relating to Company systems and/or personal data be saved on any computer or device that is not Company-owned. This includes saving passwords in internet browsers and in third-party password manager applications.
24. Under no circumstances should any computer or device used for accessing or handling personal data be used without the correct security functions enabled including, as appropriate, passwords, PIN codes, biometric security (e.g. fingerprint), and any additional security software provided by the Company.
25. All software (including, but not limited to, applications and operating systems) shall be kept up-to-date. Chris Gooch shall be responsible for installing any and all security-related updates not more than 3 months after the updates are made available by the publisher or manufacturer or as soon as reasonably and practically possible, unless there are valid technical reasons not to do so.
26. No software may be installed on any Company-owned computer or device without the prior approval of Chris Gooch. Notwithstanding the above in 6.25, only Chris Gooch shall be permitted to install software updates. Users who do not have the authorisation shall not install software updates themselves. Automatic updates are permitted.
27. If any computer or device used to access or store personal data, whether personal or Company-owned, is lost or stolen, the loss or theft must be reported to Chris Gooch as soon as possible, and all assistance required provided with any investigation.
28. All employees, agents, contractors, or other parties working on behalf of the Company shall be made fully aware of both their individual responsibilities and the Company's responsibilities under the Data Protection Legislation and under all applicable Company policies, including (but not limited to) this Policy and the Data Protection Policy.
29. Only employees, agents, contractors, or other parties working on behalf of the Company 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 the Company.
30. 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.

31. All employees, agents, contractors, or other parties working on behalf of the Company handling personal data will be appropriately trained to do so.
32. All employees, agents, contractors, or other parties working on behalf of the Company handling personal data will be appropriately supervised.
33. All employees, agents, contractors, or other parties working on behalf of the Company 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.
34. Methods of collecting, holding, and processing personal data shall be regularly evaluated and reviewed.
35. All personal data held by the Company shall be reviewed periodically, as set out in the Company's Data Retention Policy.
36. The performance of those employees, agents, contractors, or other parties working on behalf of the Company handling personal data shall be regularly evaluated and reviewed.
37. All employees, agents, contractors, or other parties working on behalf of the Company handling personal data will be bound to do so in accordance with the principles of the Data Protection Legislation and this Policy by contract.
38. All agents, contractors, or other parties working on behalf of the Company 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 the Company arising out of this Policy and the Data Protection Legislation.
39. Where any agent, contractor or other party working on behalf of the Company handling personal data fails in their obligations under this Policy that party shall indemnify and hold harmless the Company against any costs, liability, damages, loss, claims or proceedings which may arise out of that failure.

## **7. Accountability and Record-Keeping**

1. The Data Protection Officer is responsible for administering this Policy and for developing and implementing all applicable related policies, procedures, and/or guidelines.
2. The Company 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.
3. All employees, agents, contractors, or other parties working on behalf of the Company shall be given appropriate training in data protection and privacy, addressing the relevant aspects of the Data Protection Legislation, this Policy, the Company's Data Protection Policy, and all other applicable Company policies.
4. The Company's data protection compliance shall be regularly reviewed and evaluated by means of Data Protection Audits.
5. The Company shall keep written internal records of all personal data collection, holding, and processing.

## **8. Implementation of Policy**

This Policy shall be deemed effective as of April 2024. No part of this Policy shall have retroactive effect and shall thus apply only to matters occurring on or after this date.

