



GDPR

Appointedd and the General Data Protection Regulation



GDPR

As of the 25th May 2018, the Information Commissioner's Office (ICO) will be making improvements to the existing data protection laws. This consists of seven main areas of change:

1. **The right to be informed**
2. **The right of access**
3. **The right to rectification**
4. **The right to erasure**
5. **The right to restrict processing**
6. **The right to data portability**
7. **The right to object**

This document will advise on how the changes will affect your business (the client) and those using your service (the customer). Please be advised that any requests for support in amending, erasing, or exporting account information will be subject to an account verification process before completion.

Introduction

The aim of the GDPR regulation is to ensure:

- Personal data collected is processed in a fair, legal, and transparent way. It should not be used for a purpose that a person would not reasonably expect.
- Personal data is collected to fulfill a specific purpose and not further used in a manner that is incompatible with those purposes. Organisations must specify why they need the personal data when they collect it.
- Personal data is kept up-to-date and accurate. It should be held no longer than necessary to fulfill its purpose.
- EU citizens have the right to access their own personal data. They can also request a copy of their data, and that their data be updated, deleted, restricted, or moved to another organisation without hindrance.
- All personal data needs to be kept safe and secure, and companies undertaking certain types of activities are now required to appoint a Data Protection Officer (DPO).

In preparation, we have introduced changes to the Appointeddd service to ensure that we are GDPR compliant. If you have any further questions in regards to the changes, or need advice on how Appointeddd can help with your compliance, please don't hesitate to get in touch with us at gdpr@appointeddd.com.

Right to be informed

In line with our commitment to ensure that our clients and their customers have access to clear information on their agreement with Appointedd, the following changes will come into effect.

- Our Privacy Policy has been reviewed to reassure our treatment of your data is in line with the GDPR principles.
- Our Terms and Conditions have been updated to comply with new GDPR regulations. These are clearly displayed and must be accepted before account is confirmed.
- If you're an existing customer, we'll send you an email with some information and our new terms.
- If you're a new customer, the newly introduced marketing tick box within the Appointedd setup wizard allows you to opt in to marketing and also includes a link to our policies.
- Your customers will be able to opt in to receive marketing both online and in person. They can unsubscribe at any time through the footer of all marketing emails.

Principle 1

Individuals have the right to be informed about the collection and use of their personal data



Right of access

In addition to previous data protection laws, GDPR will bring in enhanced rights to help Appointedd clients resolve subject access requests (SARs) more quickly and free of charge.

- Your account profile and billing menu give you access to amend your account information at any time.
- Your CRM gives you access to update your customer information should they submit a request to your business.
- If you feel you need any further information regarding your account you can submit a subject access request (SAR) free of charge to our GDPR Officer at gdp@appointedd.com. We aim to provide clients with a full and complete copy of their data no later than one month from the date of their request.

Principle 2

Individuals have the right to access their personal data and supplementary information.

The right of access allows individuals to be aware of and verify the lawfulness of the processing.

Right to rectification

It is important to Appointedd that we get things right. New procedures have been put in place to ensure that we can resolve all inaccuracies as quickly as possible.

- You can rectify all inaccurate or incomplete information about your clients by editing their record within the Appointedd account and CRM.
- In the event that you require assistance in rectifying personal information, we aim to do so no later than one month from the date of your request.
- If you integrate with any Appointedd third parties we will automatically pass on rectified information to them.
- If requested, we will restrict the account until the rectification is complete.

Principle 3

GDPR includes a right for individuals to have inaccurate personal data rectified, or completed if it is incomplete.

Right to erasure

GDPR states that information requested must be for a legitimate business purpose and is held no longer than is necessary. We have introduced a new process to help you manage this.

- Appointedd only collects client information that would be required to complete transactions within Appointedd.
- We recommend that you conduct a review of your customer data - incorrect or unnecessary data you hold on your clients can be easily removed via the Appointedd CRM.
- Your customer data can be exported into a CSV file at any time.
- Your customers can request for information to be forgotten. You can simply delete this from the Appointedd CRM.
- If you wish for us to delete your company information, you can submit a request for this to be erased. This will be done within one month.
- As routine, we delete all inactive accounts (unless requested) one month from the date of the end of the last payment period. This information is then retained in our backup system for a further three months. Our backup system is encrypted and only limited authorised personnel have access.

Principle 4

GDPR introduces a right for individuals to have personal data erased.

The right to erasure is also known as 'the right to be forgotten'.



Right to restrict processing

GDPR extends individuals' rights to have personal data restricted if inaccurate or incomplete, or in the event that there is a legal basis why transactional information should not be sent.

- As part of our necessary processes, or at your request, we may share information with third parties. In the event that you no longer wish for this information to be passed to these third parties, you have a right to ask us to 'block' or restrict processing of your personal data.
- In the event you would like to request a restriction of the processing of your information, a request must be submitted to the Data Protection Officer - we will endeavour to supply this information one month from the date of submission.

Principle 5

Individuals have the right to request the restriction or suppression of their personal data - this applies to sharing of information to third parties

This only applies in certain circumstances.

Right to data portability

It is important to Appointedd that you have full access to your customer data at all times.

- Our clients have full access to download their booking data and customer information at any time in CSV format.
- Your account administrator can submit a free subject access request to have all personal information supplied. In this case, a full and complete overview of your personal information will be supplied by our GDPR Officer.
- We aim to provide you with a full and complete copy of the requested information, if available, no later than one month from the date of request.

Principle 6

The right to data portability allows individuals to obtain and reuse their personal data for their own purposes across different services.

It allows you to move, copy, or transfer personal data easily from one software system to another in a safe and secure way, without hindrance to usability.

Right to object

In the event that clients or their customers object to the use of their personal data, our GDPR officer will be happy to help answer all queries.

- Appointeddd only collects client information for legitimate business reasons that are relevant to your use of the system. We only share data with authorised third parties necessary to the setup of your account.
- In the event that you feel that excessive information is being requested, stored, or processed please contact a member of our team at gdpr@appointeddd.com.
- You have control over the amount of customer information you request and store as part of your use of Appointeddd - only first name, last name, and email address are required for your customer to book with you.
- If one of your customers asks you to stop processing their information then you can easily delete this from your Appointeddd CRM.

Principle 7

Individuals have the right to object to the processing of their information based on legitimate interests.





Looking for more information about your Appointedd account and GDPR? We are happy to advise where we can. Please be aware that your account administrator must submit the request, as an account verification process will be completed before information will be provided.

You can search our [support](#) base for detailed information and step-by-step guides relating to your Appointedd account. The quickest way to ask any questions is through the in-app messenger in your Appointedd account.

www.appointedd.com

support.appointedd.com

Email: gdpr@appointedd.com