

# Data Protection Policy Statement

At SystemSeed, we are committed to ensuring the protection of personal and client data that we process in accordance with applicable laws, including the UK General Data Protection Regulation (UK GDPR), the CAN-SPAM Act, and the California Consumer Privacy Act (CCPA), including the California Privacy Rights Act (CPRA). This Data Protection Policy outlines the steps we take to safeguard the privacy and integrity of all personal data that we collect, store, process, and share.

## Purpose

This policy serves to:

- Ensure compliance with data protection regulations.
- Establish clear guidelines for the collection, storage, and processing of personal data.
- Outline the rights of individuals in relation to their personal data.
- Outline the rights of our clients when we are acting as a Data Processor.
- Provide employees, contractors, and third parties with the knowledge to protect data.

## Scope

This policy applies to all employees, contractors, and third parties associated with SystemSeed and covers:

- Personal data related to clients, customers, employees, suppliers, and other third parties.
- All data held by our clients that we may access in the course of providing our services.
- All digital and paper records containing personal data, including communications, marketing data, and client-related information.

## Legal Framework

This policy is based on the following key data protection regulations:

- UK GDPR: The UK General Data Protection Regulation, which applies to the processing of personal data within the UK.
- CAN-SPAM Act: A US law that sets the rules for commercial email, establishing requirements for email marketers to protect users' privacy.
- California Privacy Rights Act (CPRA): The CPRA, an amendment to the CCPA, enhances privacy rights for California residents, including the right to access, delete, and opt out of the sale of their personal data.

## Types of Data We Collect

### Personal Data

We collect and process the following types of personal data:

- Client and Customer Data: Name, contact details, billing information, and other relevant business data.
- Employee and Contractor Data: Personal identification details, employment records, and other related data.
- Marketing Data: Email addresses, preferences, and communication histories from marketing campaigns.
- Sensitive Data: We do not collect sensitive data unless explicitly required, and any such data will be processed with the utmost care.

### Client Data

We process the following types of data held by our clients:

- Personal Data of Clients' Customers, Donors or Subscribers: This may include names, contact details, payment information, and other personal information related to the customers, donors, or end-users of our clients.
- Confidential Business Information: This may include proprietary business data, strategic plans, marketing materials, internal communications, and any other non-public information that is essential to our clients' operations.

## Principles of Data Protection

We are committed to adhering to the following data protection principles, as outlined by the UK GDPR:

- Lawfulness, fairness, and transparency: Personal data is processed lawfully, fairly, and transparently.
- Purpose limitation: Personal data is collected for specified, legitimate purposes and is not processed in a manner incompatible with those purposes.
- Data minimisation: Only the data necessary for the purpose is collected.
- Accuracy: Personal data is kept accurate and up to date.
- Storage limitation: Personal data is kept in a form which permits identification of individuals only for as long as necessary.
- Integrity and confidentiality: Personal data is processed in a manner that ensures its security.

## How We Use Your Data

We use personal data for the following purposes:

- To provide and manage our services.
- To communicate with clients, customers, and employees.
- To send marketing materials (with consent or where permitted by law).
- To comply with legal obligations, such as reporting or record-keeping.

## Data Processing on Behalf of Clients

In the course of providing our services to clients, we may access, store, or process personal data and confidential information on their behalf. In these cases, we act as a data processor under the UK GDPR and are subject to the terms outlined in our contracts with clients, which will include:

- Clear instructions from the client regarding the purposes and methods of data processing.
- A commitment to only process client data as instructed and not for any other purposes, unless required by law.
- The implementation of appropriate technical and organisational measures to ensure the security of the data we process.

## Consent and Opt-In/Opt-Out

We will always seek explicit consent from individuals before processing their personal data for marketing purposes, in accordance with the UK GDPR and the CAN-SPAM Act.

Individuals have the right to opt-out of marketing communications at any time. Opt-out mechanisms will be clearly available in all marketing emails and communications.

In compliance with the CAN-SPAM Act, we do not send unsolicited emails and will honour any opt-out request promptly.

## Data Subject Rights

Individuals have the following rights under the UK GDPR, CAN-SPAM, and CCPA/CPRA:

- Right to Access: You have the right to request access to the personal data we hold about you.
- Right to Rectification: You may request correction of inaccurate or incomplete data.
- Right to Erasure: You may request the deletion of your personal data under certain conditions.
- Right to Restriction of Processing: You may request that we restrict the processing of your personal data under certain circumstances.
- Right to Data Portability: You have the right to receive your personal data in a structured, commonly used, and machine-readable format and to transfer it to another controller.
- Right to Object: You may object to the processing of your personal data in certain circumstances.
- Right to Opt-Out (for California residents): You may opt-out of the sale of your personal data to third parties under the CCPA/CPRA.

To exercise these rights, please contact our Data Protection Officer at [info@systemseed.com](mailto:info@systemseed.com).

## Data Retention and Deletion

### Personal Data

We will not retain personal data longer than necessary for the purposes outlined in this policy. The length of time personal data is retained depends on the nature of the data and its purpose, and we will ensure that it is securely deleted or anonymised when no longer required.

Mailing address:  
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Registered address:  
SystemSeed Digital Services LLC  
Ste A 8 The Green  
19901 Dover DE  
USA

Visit: [systemseed.com](https://systemseed.com)

Email: [info@systemseed.com](mailto:info@systemseed.com)

## Client Data

Upon completion of the services, or at the end of our contractual relationship with a client, we will either delete or return all personal data and confidential information, as instructed by the client. If the client requires retention of certain data for legal or business purposes, we will ensure its secure storage for the required period.

## Data Security

### Personal Data

We implement appropriate technical and organisational measures to protect personal data from unauthorised access, disclosure, alteration, or destruction. This includes encryption, secure data storage systems, and access control policies.

### Client Data

We will ensure that all client data, including personal and confidential business information, is kept strictly confidential. Our employees, contractors, and any third parties who have access to this data are bound by confidentiality agreements and are trained to handle it with the utmost care and security.

## Subprocessing of Client Data

In some cases, we may engage third-party service providers (subprocessors) to assist us in delivering our services. Any subprocessors we engage will be contractually bound to process client data in accordance with the same data protection standards that we uphold. Clients will be notified of any new subprocessors, and they will have the opportunity to object to the use of any third parties that will process their data.

## Data Subject Rights for Client Data

As a data processor, we assist our clients in fulfilling their obligations to uphold the rights of data subjects (their customers or donors) under data protection laws. This includes assisting with requests for:

- Access to personal data.
- Rectification or erasure of personal data.
- Restriction or objection to the processing of personal data.

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Clients are responsible for handling requests related to their own customer or donor data directly. However, we will support them where necessary to ensure compliance with these rights.

## Third-Party Sharing

We may share personal data with third parties, such as:

- Service providers that assist us in providing our services.
- Legal authorities, if required by law or to protect our legal rights.
- Business partners, if necessary for providing joint services or marketing efforts, provided they adhere to the same data protection standards.

We will ensure that any third parties with whom we share personal data provide sufficient guarantees of their data protection measures.

## International Data Transfers

If personal data is transferred outside the UK, European Economic Area (EEA), or our designated USA data centers, we will ensure that appropriate safeguards are in place to protect the data in compliance with relevant data protection laws.

## Training and Awareness

All employees, contractors, and relevant third parties are required to complete regular training on data protection principles and their responsibilities regarding personal data.

## Breach Notification

### Personal Data

In the event of a data breach that affects personal data, we will notify the relevant supervisory authority within 72 hours, as required by the UK GDPR rules. We will also notify affected individuals if the breach poses a high risk to their rights and freedoms.

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## Client Data

In the event of a personal data breach that affects client data, we will promptly notify the client, providing sufficient information to enable them to fulfil their legal obligations. We will cooperate fully with the client to resolve the issue, including assisting with any notifications to the relevant authorities or affected individuals, as required by applicable data protection laws.

## Review and Amendments

This Data Protection Policy will be reviewed annually and updated as necessary to ensure continued compliance with applicable laws and regulations.

## Contact Information

For any queries, concerns, or to exercise your rights, please contact our Data Protection Officer: Evgeniy Maslovskiy at [evgeniy@systemseed.com](mailto:evgeniy@systemseed.com) and [info@systemseed.com](mailto:info@systemseed.com).

This policy reflects our commitment to safeguarding the privacy and rights of individuals and client organisations, and ensures our operations comply with the necessary data protection laws.

Signed Off By:



CEO - Anthony Fox-Davies, 2024

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