

Our reasons for processing your personal data, including our lawful basis for doing so under UK GDPR

Where does the data come from?	What do we call it?	Why do we use it (purpose)?	What data is processed?	Lawful basis for processing?	What special category data is processed?	What is our (Article 9) justification for using the data?	How long do we keep the data for?	How do we delete the data at the end of the retention period?
All clients and prospects	Client emails	Communication with clients, prospects and business partners	Email Address, Name	Processing is necessary for the purposes of the legitimate interests pursued by the controller or by a third party, except where such interests are overridden by the interests or fundamental rights and freedoms of the data subject which require protection of personal data, in particular where the data subject is a child			max 2 years	delete
New clients	Client Contracts	Communication	Email Address, Name, Physical Address	Processing is necessary for the purposes of the legitimate interests pursued by the controller or by a third party, except where such interests are overridden			max 2 years	delete

				by the interests or fundamental rights and freedoms of the data subject which require protection of personal data, in particular where the data subject is a child				
New clients	Client Contracts	Set up portal access	Email Address, Name, Physical Address	Processing is necessary for the purposes of the legitimate interests pursued by the controller or by a third party, except where such interests are overridden by the interests or fundamental rights and freedoms of the data subject which require protection of personal data, in particular where the data subject is a child			max 2 years post contract	delete
franchisors	Franchisee Details From Franchisor	Communication	Email Address, Landline Telephone Number, Mobile Telephone Number, Name, Physical Address	Processing is necessary for the purposes of the legitimate interests pursued by the controller or by a third party, except where such interests are			max 2 years	delete

				overridden by the interests or fundamental rights and freedoms of the data subject which require protection of personal data, in particular where the data subject is a child				
franchisors	Franchisee Details From Franchisor	Storage of client data and any info put into web portal	Email Address, Landline Telephone Number, Mobile Telephone Number, Name, Physical Address	Processing is necessary for the purposes of the legitimate interests pursued by the controller or by a third party, except where such interests are overridden by the interests or fundamental rights and freedoms of the data subject which require protection of personal data, in particular where the data subject is a child			12 months post contract with the franchisor unless a new contract is taken up by the franchisee	delete where possible and anonymise if can't delete
franchisors	Franchisee Details From Franchisor	To create progress management sheet	Email Address, Landline Telephone Number, Mobile Telephone Number, Name, Physical Address	Processing is necessary for the purposes of the legitimate interests pursued by the controller or by a third party, except where such interests			12 months post contract with the franchisor	delete

				are overridden by the interests or fundamental rights and freedoms of the data subject which require protection of personal data, in particular where the data subject is a child				
franchisors	Franchisee Details From Franchisor	To set up login for franchisees	Email Address, Landline Telephone Number, Mobile Telephone Number, Name, Physical Address				max 2 years post contract	delete
Calendly (from clients)	Session bookings	Session Booking	Email Address, Landline Telephone Number, Mobile Telephone Number, Name, Physical Address	Processing is necessary for the purposes of the legitimate interests pursued by the controller or by a third party, except where such interests are overridden by the interests or fundamental rights and freedoms of the data subject which require protection of personal data, in particular where the data subject is a child			duration of contract	delete
Calendly (from clients)	Session bookings	Session Booking Confirmation	Email Address, Landline	Processing is necessary for the			max 2 years	delete

		n	Telephone Number, Mobile Telephone Number, Name, Physical Address	purposes of the legitimate interests pursued by the controller or by a third party, except where such interests are overridden by the interests or fundamental rights and freedoms of the data subject which require protection of personal data, in particular where the data subject is a child				
Calendly (from clients)	Session bookings	Session booking video call and screen sharing	Email Address, Landline Telephone Number, Mobile Telephone Number, Name, Physical Address	Processing is necessary for the purposes of the legitimate interests pursued by the controller or by a third party, except where such interests are overridden by the interests or fundamental rights and freedoms of the data subject which require protection of personal data, in particular where the data subject is a child			until the end of the call	auto deletes
clients, franchisors,	All client/subsc	Database backup in	Email Address,	Processing is necessary			12 months post	delete where

franchisees, suppliers	iber details	case of system downtime/failure	Landline Telephone Number, Mobile Telephone Number, Name, Physical Address	for the purposes of the legitimate interests pursued by the controller or by a third party, except where such interests are overridden by the interests or fundamental rights and freedoms of the data subject which require protection of personal data, in particular where the data subject is a child			contract with franchisor unless a new contract is undertaken by franchisee	possible/anonymise otherwise
clients, franchisors, franchisees, suppliers	All client/subscriber details	Enable use of all portals including log in resets	Email Address, Landline Telephone Number, Mobile Telephone Number, Name, Physical Address				12 months post contract termination from client	delete