

Strength and Success

Policy

Data Retention

Data retention encompasses

- The length of time STRENGTH AND SUCCESS holds data of its clients, students, graduates and prospective students
- Where this data is stored
- What this data is used for

This policy clearly shows STRENGTH AND SUCCESS rules and rationale for data retention

Data Retention Policy

STRENGTH AND SUCCESS needs to retain data for a number of key reasons.

- Historical management information on company performance relating to
 - Marketing and Sales efforts and results
 - Student and Graduate performance
- Future Sales and Marketing activity
- Future Strategic Planning

As such data held by STRENGTH AND SUCCESS is categorised into 3 groups.

1. Purchasers of any STRENGTH AND SUCCESS product or service.
2. Prospective clients who have opted in
3. Prospective clients who have opted out.

Data Retention Rules

Purchasers of any STRENGTH AND SUCCESS product or service.

This data will be held for as long as STRENGTH AND SUCCESS is trading, this data a key part of the management information required by STRENGTH AND SUCCESS, regardless of their opt in status.

Prospective clients who have opted in

This data will be held for as long as STRENGTH AND SUCCESS is trading, this data a key part of the management information required by STRENGTH AND SUCCESS and is required for future strategic planning

Prospective clients who have opted out.

This data will be systematically deleted quarterly.

Things to remember

- All data will be held on the secure database in line with the data protection policy.
- All parties that have opted out of marketing material will be removed from all marketing lists.