



Data Protection

Studio UrbanArea LLP needs to gather and use certain information about individuals. These include customers, suppliers, business contacts, employees and other people the organisation has a relationship with or may need to contact. This policy describes how this personal data must be collected, handled and stored to meet the company's data protection standards- and to comply with the law.

Why this policy exists

This data protection policy ensures Studio UrbanArea LLP; complies with data protection law and good practice; protects the rights of staff, customers and partners; is open about how it stores and protects individual's data; protects itself from the risks of data breach.

Data Protection Law

The Data Protection Act 1998 describes how organisations, including Studio UrbanArea LLP must collect, handle and store personal information. These rules apply regardless of whether data is stored electronically, on paper or on other materials. To comply with the law, personal information must be collected and used fairly, stored safely and not disclosed unlawfully. The principles that support the Data Protection Act and that are embodied within this policy on personal data state it will: be processed fairly and lawfully; be obtained only for specific lawful purposes; be adequate, relevant and not excessive; be accurate and kept up to date; not be held for any longer than necessary; be processed in accordance with the rights of data subjects; be protected in appropriate ways; and not be transferred outside the European Economic Area (EEA), unless that country or territory also ensures and adequate level of protection.

Policy Scope

This policy applies to: Studio UrbanArea LLP, all staff and volunteers of Studio UrbanArea LLP, all contractors, suppliers and other people working on behalf of Studio UrbanArea LLP. It applies to all data that the company holds relating to identifiable individuals, even if that information technically falls outside the Data Protection Act 1998; which can include: names of individuals, postal addresses, email addresses, telephone numbers (business and personal), and any other information gathered relating to individuals.

Data Protection Risks

This policy helps to protect Studio UrbanArea LLP from real security risks including: breaches of confidentiality, failing to offer choice, reputational damage.

Responsibilities

Everyone who works for or with Studio UrbanArea LLP has some responsibility for ensuring data is collected, stored and handled appropriately. All must ensure data is handled and processed in line with this policy and key individuals are the LLP Directors who are ultimately responsible for ensuring Studio UrbanArea LLP meets its legal obligations. Michael Crilly is the named Data Protection Officer in compliance with the legal requirements.

The data protection officer, Michael Crilly, is responsible for: keeping the partnership and associates updated about data protection responsibilities, risks and issues; reviewing all data protection procedures and related policies, in line with an agreed schedule; arranging data protection training and advice for the people covered by this policy; handling data protection questions from staff and anyone else covered by this policy; dealing with requests from individuals to see the data Studio UrbanArea LLP holds about them (also called 'subject access requests'); checking and approving any contracts or agreements with third parties that may handle the partnership's sensitive data.

StudioUrbanArea^{LLP}

Baltic 39, 31-39 High Bridge, Newcastle upon Tyne, NE1 1EW
studio@urbanarea.co.uk www.urbanarea.co.uk

Data Storage

These rules describe how and where data should be safely stored. When data is stored on paper, it will be kept in a secure place where unauthorised people cannot see it. These guidelines also apply to data that is usually stored electronically but has been printed out for some reason: when not required, the paper or files will be kept in a locked drawer or filing cabinet; data printouts will be shredded and disposed of securely when no longer required; when data is stored electronically, it will be protected from unauthorised access, accidental deletion and malicious hacking attempts; data will be protected by strong passwords that are changed regularly and never shared between employee; if data is stored on removable media (like a CD or DVD), these will be kept locked away securely when not being used; data will only be stored on designated drives and servers, and will only be uploaded to an approved cloud computing services; servers containing personal data will be sited in a secure location, away from general office space; data will be backed up frequently and those backups will be tested regularly, in line with the company's standard backup procedures; data will never be saved directly to laptops or other mobile devices like tablets or smart phones; all servers and computers containing data will be protected by approved security software and a firewall.

Data Use

Personal data is of no value to Studio UrbanArea LLP unless the business can make use of it. However, it is when personal data is accessed and used that it can be at the greatest risk of loss, corruption or theft: when working with personal data, all should ensure the screens of their computers are always locked when left unattended; personal data should not be shared informally, and in particular, it should never be sent by email, as this form of communication is not secure; data must be encrypted before being transferred electronically; personal data should never be transferred outside of the European Economic Area; all should not save copies of personal data to their own computers but always access and update the central copy of any data.

Data Accuracy

The law requires Studio UrbanArea LLP to take reasonable steps to ensure data is kept accurate and up to date. The more important it is that the personal data is accurate, the greater the effort Studio UrbanArea LLP should put into ensuring its accuracy. It is the responsibility of all who work with data to take reasonable steps to ensure it is kept as accurate and up to date as possible. Specifically: data will be held in as few places as necessary and we will not create any unnecessary additional data sets; we will take every opportunity to ensure data is updated, for instance, by confirming a customer's details when they call; Studio UrbanArea LLP will make it easy for data subjects to update the information Studio UrbanArea LLP holds about them, for instance, via the company website; data will be updated as inaccuracies are discovered, for instance, if a customer can no longer be reached on their stored telephone number, it should be removed from the database; it is the Directors responsibility to ensure marketing databases are checked against industry suppression files every six months.

Subject Access Requests

All individuals who are the subject of personal data held by Studio UrbanArea LLP are entitled to: ask what information the company holds about them and why; ask how to gain access to it; be informed how to keep it up to date; be informed how the company is meeting its data protection obligations.

If an individual contacts the company requesting this information, this is called a subject access request. Subject access requests from individuals should be made by email, addressed to the data controller at: studio@urbanarea.co.uk

The data controller can supply a standard request form, although individuals do not have to use this. Individuals will be charged £10 per subject access request. The data controller will aim to provide the relevant data within 14 days. The data controller will always verify the identity of anyone making a subject access request before handing over any information.

Disclosing Data for Other Reasons

In certain circumstances, the Data Protection Act allows personal data to be disclosed to law enforcement agencies without the consent of the data subject. Under these circumstances, Studio UrbanArea LLP will disclose requested data. However, the data controller will ensure the request is legitimate, seeking assistance from the board and from the company's legal advisers where necessary.

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