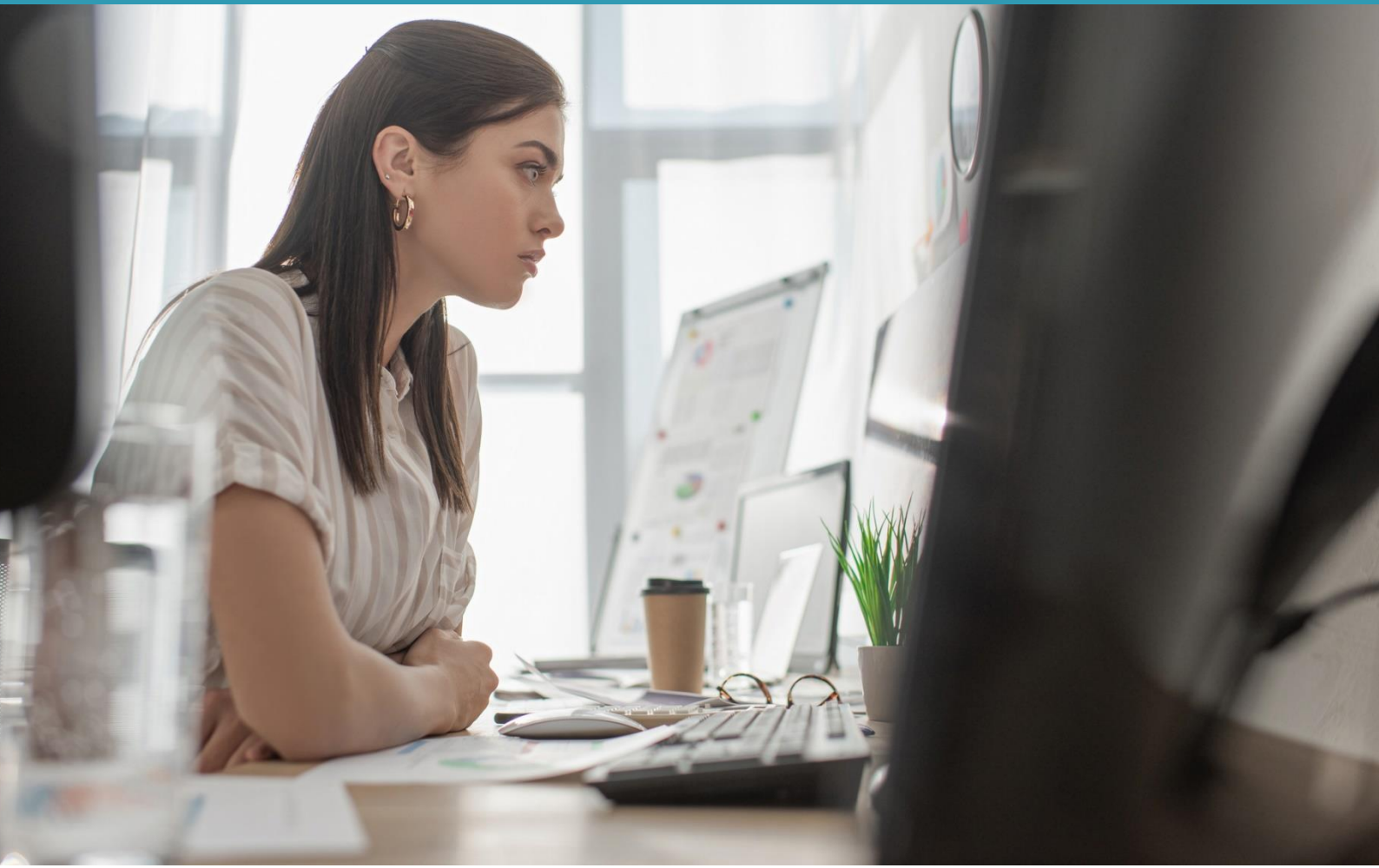


white label.

Data Protection Policy (GDPR Compliance).

Updated: April 2025



Policy Objectives.

This policy sets out White Label's commitment to ensuring that any personal data, including special category personal data, which White Label processes, is carried out in compliance with data protection law. White Label ensures that good data protection practice is embedded in the culture of our staff and our organisation.

This policy applies to all personal data processed by White Label and is part of White Label's approach to compliance with data protection law. All White Label staff are expected to comply with this policy and failure to comply may lead to disciplinary action for misconduct, including dismissal (*see Staff Handbook/Code of Conduct*)

White Label's other data protection policies and procedures are:

- privacy notices (website, clients, employees) (wlcreative.org.uk/privacy and all relevant sub-brands for external notices/HR Toolkit for staff privacy notices)
- personal data breach reporting process and a breach register
- data retention policy
- data subject rights procedure
- IT security policies

White Label is registered with the Information Commissioner's Office and its registered Data Controller is Jo Gumb (jgumb@wlcreative.org.uk). The use of data is complex and staff are required to ensure that the company's data controller is advised of any use or change of use of data to ensure that the relevant processes are followed and a record kept of the risk profile.

Data protection principles.

White Label complies with the data protection principles set out below. When processing personal data, it ensures that:

- it is processed lawfully, fairly and in a transparent manner in relation to the data subject ('lawfulness, fairness and transparency')



- it is collected for specified, explicit and legitimate purposes and not further processed in a manner that is incompatible with those purposes ('purpose limitation')
- it is all adequate, relevant, and limited to what is necessary in relation to the purposes for which they are processed ('data minimisation')
- it is all accurate and, where necessary, kept up to date and that reasonable steps will be taken to ensure that personal data that are inaccurate, having regard to the purposes for which they are processed, are erased, or rectified without delay ('accuracy')
- it is kept in a form which permits identification of data subjects for no longer than is necessary for the purposes for which the personal data are processed ('storage limitation')
- it is processed in a manner that ensures appropriate security of the personal data, including protection against unauthorised or unlawful processing and against accidental loss, destruction or damage, using appropriate technical or organisational measures ('integrity and confidentiality')

White Label will facilitate any request from a data subject who wishes to exercise their rights under data protection law as appropriate, always communicating in a concise, transparent, intelligible and easily accessible form and without undue delay.

Full information on our data protection and privacy policies will always remain available here wlcreative.org.uk/privacy. Anyone wishing to access their rights under Data Protection law should contact: Jo Gumb, Managing Director, White Label Creative by emailing jgumb@wlcreative.org.uk

Process/procedures/guidance.

White Label will:

- ensure that the legal basis for processing personal data is identified in advance and that all processing complies with the law.
- not do anything with your data that you would not expect given the content of this policy and the fair processing or privacy notice.
- ensure that appropriate privacy notices are in place advising staff and others how and why their data is being processed, and, in particular, advising data subjects of their rights.



- only collect and process the personal data that it needs for purposes it has identified in advance.
- ensure that, as far as possible, the personal data it holds is accurate, or a system is in place for ensuring that it is kept up to date as far as possible.
- only hold onto your personal data for as long as it is needed.
- ensure that appropriate security measures are in place to ensure that personal data can only be accessed by those who need to access it and that it is held and transferred securely.

White Label will ensure that all staff who handle personal data on its behalf are aware of their responsibilities under this policy and other relevant data protection and information security policies, and that they are adequately trained and supervised.

Data Subject Rights.

White Label has processes in place to ensure that it can facilitate any request made by an individual to exercise their rights under data protection law. All staff have received training and are aware of the rights of data subjects. Staff can identify such a request and know who to send it to.

All requests will be considered without undue delay and within one month of receipt as far as possible.

Subject access: the right to request information about how personal data is being processed, including whether personal data is being processed and the right to be allowed access to that data and to be provided with a copy of that data along with the right to obtain the following information:

- the purpose of the processing
- the categories of personal data
- the recipients to whom data have been disclosed or which will be disclosed.
- the retention period.
- the right to lodge a complaint with the Information Commissioner's Office
- the source of the information if not collected direct from the subject, and
- the existence of any automated decision making

Rectification: the right to allow a data subject to rectify inaccurate personal data concerning them.

Erasure: the right to have data erased and to have confirmation of erasure, but only where:



- the data is no longer necessary in relation to the purpose for which it was collected, or
- where consent is withdrawn, or
- where there is no legal basis for the processing, or
- there is a legal obligation to delete data.

Restriction of processing: the right to ask for certain processing to be restricted in the following circumstances:

- if the accuracy of the personal data is being contested, or
- if our processing is unlawful but the data subject does not want it erased, or
- if the data is no longer needed for the purpose of the processing but it is required by the data subject for the establishment, exercise, or defence of legal claims, or
- if the data subject has objected to the processing, pending verification of that objection.

Data portability: the right to receive a copy of personal data which has been provided by the data subject and which is processed by automated means in a format which will allow the individual to transfer the data to another data controller. This would only apply if XXX was processing the data using consent or based on a contract.

Object to processing: the right to object to the processing of personal data relying on the legitimate interests processing condition unless White Label can demonstrate compelling legitimate grounds for the processing which override the interests of the data subject or for the establishment, exercise, or defence of legal claims.

Special category personal data.

White Label does not process special category data of clients and third parties. Specifically, this includes the following personal data revealing:

- racial or ethnic origin
- political opinions
- religious or philosophical beliefs
- trade union membership
- the processing of genetic data, biometric data for the purpose of uniquely identifying a natural person
- an individual's health
- a natural person's sex life or sexual orientation



- criminal convictions or offences

