

ANNEX – DATA CAPTURE (PROCESSING INSTRUCTIONS)

Subject Matter, Nature and Purpose of processing

The Media Company is processing Agency Personal Data for the purpose of delivering to the Agency the Services described in the Agreement.

The specific processing activities to be carried out by the Media Company in respect of such Agency Personal Data are:

- Collection of data*
- Recording of data*
- Organisation of data*
- Structuring of data*
- Storage of data*
- Adaptation of data*
- Alteration of data*
- Retrieval of data*
- Consultation with regard to data*
- Use of data*
- Disclosure of data*
- Dissemination of data or otherwise making data available to third parties*
- Combining data*
- Erasure of data*
- Destruction of data*
- Other:- Secure transfer of Data to client or 3rd party.....**

The subject matter of such processing is as indicated below:

- Marketing services*
- Advertising services*

	<input checked="" type="checkbox"/> Technology services (<i>such as marketing automation software e.g. Marketo</i>) <input type="checkbox"/> Other (please specify)
Duration	The duration of the processing described herein corresponds to the duration of the Agreement.
Personal Data	<p>The subject matter of the processing of Agency Personal Data under the Services Agreement comprises the following data types/categories:</p> <input type="checkbox"/> Biometric information <input checked="" type="checkbox"/> Browsing information <input checked="" type="checkbox"/> Contact information <input type="checkbox"/> Financial information <input type="checkbox"/> Government identifiers <input checked="" type="checkbox"/> Social media information <input checked="" type="checkbox"/> User account information <input type="checkbox"/> Other (please specify)
Data Subjects	<p>The Agency Personal Data indicated in the row above relates to the following data subjects:</p> <input type="checkbox"/> Agency client's personnel <input checked="" type="checkbox"/> Agency client's consumers <input type="checkbox"/> Other (please specify)
Specific Restrictions	The processing of Agency Personal Data shall be subject to the restrictions described in the Agreement.
Processor Data Protection Officer	As notified to the Agency by the Media Company in writing.