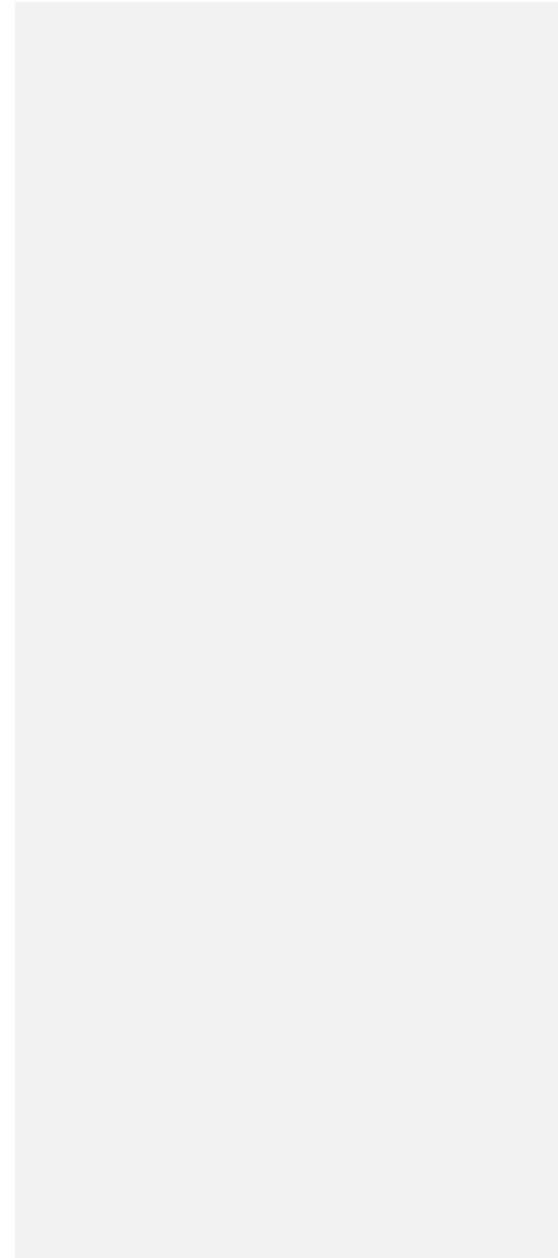


## CIMSPA Digital Marketing Hub data retention schedule

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## DMH Data Retention Schedule

Type of data	Purpose	Personal Data	Retention Period
<b>Personal contact</b>	To allow direct communication between CIMSPA and an individual, for example for CIMSPA to service an individual's membership	Email address(es)	6 years from end of fiscal year
		Name	6 years from end of fiscal year
<b>Interactions with CIMSPA</b>	To facilitate interactions and requests between individuals and CIMSPA	Email communications	2 years from the last action
<b>Use of CIMSPA services</b>	To enable and record the use of and movement through online systems	Passwords	Delete within one month of termination
		IP addresses	Delete within one month of termination
		User names	Delete within one month of termination
		Record of attendance at events, modules etc.	6 years from end of fiscal year
<b>Identification and CIMSPA support</b>	How CIMSPA identifies an individual, captures information to ensure eligibility into membership and services additional support as part of the membership benefits (for example, recording disabilities to ensure needs are met at events)	Post code	6 years from end of fiscal year
		<u>Employment type</u>	<u>6 years from end of fiscal year</u>
		<u>Role</u>	<u>6 years from end of fiscal year</u>
		Disability	6 years from end of fiscal year
		Ethnic origin	6 years from end of fiscal year
		Gender	Delete within one month of termination
<b>CIMSPA administration</b>	Data that CIMSPA records to fulfil its business functions.	<b>Contracts</b>	6 years from end of fiscal year
		Mailing preferences	Delete within one month of termination

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		Digital Marketing Hub platform usage	6 years from end of fiscal year
		Personal data collated through survey completion	12 months from the end of the campaign
		Subject access requests	10 years from last action
		Unsubscribing lists	6 years from end of fiscal year

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