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General Data Protection Regulation (GDPR)

## **Motif PM Limited is GDPR ready**

At Motif PM Limited, nothing to us is more important than the success of our customers and the protection of their personal data. With this in mind, we have built Motif PM to adhere to the General Data Protection Regulation (GDPR). GDPR expands the privacy rights granted to European individuals and requires certain companies that process the personal data of European individuals to comply with a new set of regulations. In particular, GDPR applies to companies that process the personal data of European individuals and have a presence in the EU (e.g. offices or establishments) and to companies that do not have any presence in the EU but target the European market (e.g. by offering goods or services to the European market) or monitor the behaviour of European individuals.

### **What is GDPR?**

In 2016, the European Union (EU) approved a new privacy regulation called the General Data Protection Regulation commonly known as GDPR. It's a mandatory ruling that applies to all companies that collect the data and information of EU individuals and meet certain territorial requirements. GDPR is designed to strengthen the security and protection of personal data in the EU, as well as provide businesses with a structured framework on how to collect, process, use, and share personal data. Under GDPR, the concept of "personal data" is very broad and covers almost any information relating to a specific individual.

### **When did these regulations become enforced?**

All companies collecting or processing the personal data of EU individuals were required to be GDPR compliant by May 25, 2018.

## **Controllers and Processors**

The GDPR defines and distinguishes between two types of parties and responsibilities when it comes to collecting and processing personal data: data controllers and data processors. A data controller determines the purposes and ways that personal data is processed, while a data processor is a party that process data on behalf of the controller. That means that the controller could be any company or organization. A processor could be a SaaS, IT or other company that is actually processing the data on behalf of the controller. Motif PM is both a Data Controller and Processor. Motif PM customers (the organisations who use Motif PM) are Data Controllers. As a controller Motif PM is responsible to make sure that all processors with whom it deals will be GDPR compliant and the processors themselves must keep records of their processing activities.

## **Our Commitment to You and the Protection of Your Data**

We're committed to helping Motif PM customers and users understand, and where applicable, comply with the General Data Protection Regulation.

GDPR introduces new or additional obligations on all organisations that handle EU citizens' personal data, regardless of where the organisations are located. In this document, we explain how we help our customers comply with the GDPR.

- Motif PM & GDPR Compliance
- Security Infrastructure Standards and Certifications
- Updates

## Motif PM & GDPR Compliance

The GDPR's updated requirements are significant and our team has ensured that all Motif PM's product offerings, operations and contractual commitments to help customers comply with the regulations and will continue to ensure they keep in line continuously. As part of Motif PM's GDPR compliance we've taken the following steps:

- Ensuring our security infrastructure and certifications are up to date.
- Compliance with relevant contractual terms.
- Ensured that our security infrastructure and practices, data encryption in transit and at rest, backup, logs and security alerts have been built to best practice and to industry standards.
- Ensured that any data which may be stored or processed is processed and managed according to GDPR instructions.
- Delete or anonymise analytics data of users after user's deletion
- Motif PM has the appropriate contractual terms in place within our Customer Contract, to perform our role as a data processor/controller for our customers while complying with the GDPR.
- Motif PM has put in place internal policies, procedures, processes and controls and recurring training sessions for the team, to ensure our on-going compliance with GDPR
- Motif PM's Terms of Use and Privacy Policy support GDPR requirements.
- Motif PM has appointed a director responsible for data protection. .

- The Motif PM Platform has data deletion capability for its clients. Motif PM is developing ease-of-use functionality to allow customers to effect data control and deletion on the Motif PM Platform.
- Motif PM currently processes requests for user-data deletion from our systems.
- Delete users profiles: When requested by an organisation, Motif PM will anonymise a user's personal data on the system on the request of an organisation and will allow the organisation to meet GDPR requirements. This will overwrite the personally-identifying user information (name, phone, email, address, title and other customer fields if provided). Deleting users will not delete the user posts or uploaded files – which will remain available for the organisation, under a chosen name, as defined by the organisation.
- Delete account: While cancelling an account, admin can decide if they want to keep the organisation information (including personal data) for future use or delete it permanently.

Motif PM also monitor the guidance around GDPR compliance from privacy-related regulatory bodies, and update our product features and contractual commitments accordingly. We'll provide you with regular updates so that you're always fully aware of how we comply with latest legislation.

## **Our Security Infrastructure**

Protecting our customer's information and their users' privacy is extremely important to us. As a cloud-based company entrusted with our customer's data, we operate information security policies and guidelines to better safeguard electronic data and information. Our security model and controls are based on international protocols and cloud industry standards.

If you'd like to learn more about Motif PM's security policies and procedures, please see our Security Protocols & Services. It provides detailed information on how we approach security and how Motif PM ensures user data security.

## Updates

We'll continue to monitor the guidance around GDPR compliance and will ensure that our product and processes are complying with those guidance when they become effective.

### **Does the GDPR prevent a company from storing data outside of the EU?**

Nothing in the GDPR prevents businesses from storing data outside of the EU, provided that the data processors adhere to the necessary regulations and protections. At Motif PM, we store our data with Amazon Web Service (AWS), which is based worldwide. However, we only store our data in AWS data centres located in Ireland and London. Like Motif PM, AWS has announced that it is GDPR compliant.

### **Where can I learn more about GDPR?**

Additional information is available on the official [GDPR website of the European Union](#).

### **I have more questions. Who should I contact?**

If you have any additional questions about the GDPR you are welcome to contact us [info@motifpm.com](mailto:info@motifpm.com) or call us on 0207 207 7894.



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