



## A Note On 'You'

'You' and 'your' mean the Customer.

## Data Processing Annex

### 1 Subject Matter Of The Processing Of Personal Data

This Data Processing Annex sets out the details regarding how Customer Personal Data is Processed when providing the BT Optimise Contact Cloud Service.

### 2 Duration Of The Processing Of Personal Data

BT or its Sub-Processor will Process the Customer Personal Data for the BT Optimise Contact Cloud Service as set out in this Annex for as long as BT provides the BT Optimise Contact Cloud Service and for as long as BT may be required to Process the Customer Personal Data in accordance with Applicable Law.

### 3 The Nature And Purpose Of The Processing Of Personal Data

- 3.1 BT Optimise Contact Cloud, a BT managed, hosted cloud Service, is utilised in conjunction with the BT Cloud Contact Service. This Service offers a range of tools, based on a third party's applications, to help your business improve efficiency and improve customer satisfaction.
- 3.2 BT provides you with tools to identify and manage improvements in effectiveness and utilisation of contact centre agents. You are able to analyse, match and report on multiple sets of data sourced from contact centre systems and generated by the activity, transactions and behaviours of you and agents.
- 3.3 BT provides an environment and data storage capabilities for you to control and manage personal information. Given that recordings of end user and agent conversations can be made and stored, any type of personal information could be captured as part of your service provision or provided inadvertently by the end user. BT may be asked by you to gain access to Personal Data as part of support or maintenance activities.

### 4 Types Of Personal Data and Categories of Data Subjects

- 4.1 The types of Customer Personal Data Processed by BT or its Sub-Processors or you may be:

- 4.1.1 website or IP address;
- 4.1.2 name;
- 4.1.3 address;
- 4.1.4 telephone number;
- 4.1.5 email address;
- 4.1.6 job title;
- 4.1.7 company name;
- 4.1.8 contact records;
- 4.1.9 usage records (calls);
- 4.1.10 identity management - user profiles; and
- 4.1.11 call recordings.

This list is not exhaustive as you will specify what Customer Personal Data is Processed.

- 4.2 The Customer Personal Data may concern the following categories of Data Subjects:

- 4.2.1 your employees;
- 4.2.2 your customers or third parties; and
- 4.2.3 any Data Subject (as controlled by the you).

This list is not exhaustive as you will specify what Customer Personal Data is Processed.