



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 Services under your agreement with BT.

2 Duration Of The Processing Of Personal Data

BT or its Sub-Processor will Process the Customer Personal Data for the Agilemedia Service as set out in this Annex for as long as BT provides the Agilemedia 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 Before allocating to you Premium Rate Services (PRS), BT performs Due Diligence (DD) collecting both basic and financial personal data which is securely scanned and stored with scanned DD forms.
- 3.2 Once the service is live, secure password access to:
 - 3.2.1 The RIDE call platform which stores telephone call records for inbound TV, Radio or Newsprint Mass Call Event services that you (or we on your behalf), enter/create in the Agile Media Service.
 - 3.2.2 The Agilemedia Internet Portal which has the 'Vote Aggregator' app for collecting and reporting vote winners for Mass Call televote TV and Radio campaigns and the 'Winner Selector' app that collects and reports the entry winners' personal details for Mass Call TV and Radio competitions.
 - 3.2.3 The online 'Inbound Architect' call plan design and call record reporting tool.
 - 3.2.4 The downloadable 'Inbound Analyst' call records analysis tool.
 - 3.2.5 Web links to a third party partner web site for capturing and tracking premium rate and bulk text mobile marketing campaigns which may capture the personal data of your service customers.

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 name;
 - 4.1.2 gender;
 - 4.1.3 marital status;
 - 4.1.4 person record created date;
 - 4.1.5 person record cease date;
 - 4.1.6 e-mail address;
 - 4.1.7 postal address;
 - 4.1.8 country of residence;
 - 4.1.9 phone number;
 - 4.1.10 contact number;
 - 4.1.11 contact notes from calls;
 - 4.1.12 call records;
 - 4.1.13 user ID/ login/ account;
 - 4.1.14 customer employee identifier;
 - 4.1.15 account rights;
 - 4.1.16 name of customer; and
 - 4.1.17 type of business organisation.
- 4.2 The Customer Personal Data will 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 you).