

GDPR Compliance for Viewpoint Dash

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At Viewpoint Dash, we are committed to protecting the privacy and personal data of our users and ensuring full compliance with the General Data Protection Regulation (GDPR). This policy outlines our approach to data privacy, your rights under the GDPR, and the measures we have taken to ensure the responsible handling of your personal information.

1. What is the GDPR?

1.1 The General Data Protection Regulation (GDPR) is a regulation in EU law, effective as of May 25, 2018, that strengthens and unifies data protection laws across the European Union. It gives individuals greater control over how their personal data is used and requires businesses to be more transparent about their data practices. The UK is subject to GDPR under the UK GDPR framework post-Brexit.

2. How Viewpoint Dash Complies with the GDPR

2.1 **Data Minimization:** We only collect personal data that is necessary for the specific purposes of our services.

2.2 **Transparency:** We clearly explain what data we collect, how it is used, and how long it is stored.

2.3 **Security:** We implement strong technical and organizational measures to ensure the security of your personal data.

2.4 **Accountability:** We maintain thorough records of our data processing activities and review our privacy practices regularly to ensure ongoing compliance.

3. Legal Basis for Processing Data

3.1 We process personal data based on the following legal grounds:

- **Consent:** Where you have provided your consent for specific data processing activities, such as subscribing to newsletters.
- **Contract Performance:** To fulfill contractual obligations when providing our services.

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- **Legitimate Interests:** To analyze and improve our services, where processing is in our legitimate interest and does not override your privacy rights.
- **Legal Obligations:** To comply with legal or regulatory requirements.

4. Your GDPR Rights

As a data subject under GDPR, you have the following rights concerning your personal data:

4.1 Right to Access: You have the right to request access to the personal data we hold about you.

4.2 Right to Rectification: You can ask us to correct or update any inaccurate or incomplete personal data.

4.3 Right to Erasure ("Right to be Forgotten"): You can request that we delete your personal data under certain conditions, such as if the data is no longer necessary for the purpose it was collected.

4.4 Right to Restriction of Processing: You have the right to request that we restrict the processing of your personal data in certain circumstances.

4.5 Right to Data Portability: You have the right to obtain a copy of your data in a structured, commonly used format and to transfer it to another data controller.

4.6 Right to Object: You can object to certain types of data processing, including for direct marketing purposes.

4.7 Right to Withdraw Consent: Where we rely on your consent to process your data, you can withdraw your consent at any time.

4.8 Right to Lodge a Complaint: If you believe we have not complied with data protection laws, you have the right to file a complaint with your local supervisory authority (in the UK, this is the Information Commissioner's Office or ICO).

5. How to Exercise Your Rights

If you would like to exercise any of your rights under the GDPR, please contact us using the following information:

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We will respond to your request within one month, as required by GDPR. If necessary, we may request additional information to verify your identity before processing your request.

6. Data Security at Viewpoint Dash

We take the security of personal data seriously. Viewpoint Dash employs industry-standard security measures to protect your data from unauthorized access, disclosure, alteration, or destruction. This includes encryption, secure access protocols, and regular audits of our security practices.

7. Data Breach Notification

In the event of a data breach that results in a risk to your rights and freedoms, we will notify you and the relevant data protection authority (such as the ICO) within 72 hours, in accordance with GDPR requirements.

8. International Data Transfers

8.1 While Viewpoint Dash operates globally, we ensure that any transfers of personal data outside the European Economic Area (EEA) comply with GDPR requirements. We use appropriate safeguards, such as Standard Contractual Clauses (SCCs), to protect your data when it is transferred internationally.

9. Data Retention

9.1 We retain your personal data only for as long as necessary to fulfill the purposes for which it was collected, comply with legal obligations, or as otherwise permitted by law. Once your data is no longer needed, it will be securely deleted or anonymized.

10. Cookies and Tracking Technologies

10.1 We use cookies and similar tracking technologies to enhance your experience on our website. For more details on how we use cookies, please refer to our Cookie Policy.

11. Data Processing Agreements (DPAs)

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11.1 If you are a customer of Viewpoint Dash, we offer a Data Processing Agreement (DPA) to outline our responsibilities and obligations as a data processor under GDPR. This DPA ensures both parties are compliant with GDPR and clarifies how personal data is processed.

12. Contact Us

If you have any questions about GDPR compliance, your rights, or how Viewpoint Dash handles your personal data, feel free to contact us at:

Phone: 07708 092071

Email: legal@viewpointdash.com