

Pack Smart LTD and GDPR

Ecommerce and fulfilment businesses process lots of individuals' data including names, delivery addresses, phone numbers and email addresses.

In order to comply with GDPR, this information needs to be:

- Stored securely
- Stored for only a reasonable amount of time
- Retrieved or removed on command

Pack Smart Ltd store client and customer data securely in a cloud-hosted environment. As a third-party service provider with access to your customer's data we take both your and your customers privacy seriously and we only use the data supplied to provide the products and services you have requested from us. All information is stored securely, and we only share data with our mail and delivery partners for the purpose of shipping the items to the recipient.

Pack Smart Ltd will have the ability to purge (permanently erase and remove) data from the system, from the date that the first order was placed, or the last data purge occurred (earliest data stamp), up to a specified date. Pack Smart Ltd will also have the ability to obfuscate customer data up to a certain point in time.

Should a customer request to be removed from your database (in line with the GDPR's right to erasure), we will be legally obliged to erase all of their data from within our software system and you must inform us of this request in writing. You should keep in mind that data will not be recoverable once obfuscated or purged and there will be safeguards in place to prevent against accidental deletion.

It's also important that Pack Smart Ltd is able to demonstrate that our business has been proactive rather than reactive, in the event of a data breach. A best practice for doing this is to delete all data associated with a customer that hasn't purchased from our clients within a certain time frame. Keep in mind that this time frame will differ from business to business and you should seek expert advice on what this would be for your company.

We will generally retain our customers' data for a period of 7 (seven) years after a contract has ended, to ensure that we are able to assist you should you have any questions or feedback in relation to our products or services or to protect, or defend our legal rights, or for tax purposes.

Understandably, you'll appreciate that we're experts in Fulfilment, not GDPR. If you need help to ensure that you're GDPR-Compliant, then we suggest that you seek professional advice.