

Personally Identifiable Information	Purpose Legitimate	Active Consent	Integrity & Accuracy	Data Minimised	Storage Time Limited	Confidentiality	Action Required
Data (electronic)							
CRM Database (prospects, clients, suppliers)	Communication	Not Prospects	n/a	No	No	Password	Delete non consenting prospects & legacy records
Gmail (contacts & email)	Communication	Client supplied	n/a	No	No	Password	Delete legacy records
Outlook (email)	Communication	Client supplied	n/a	No	No	Password	Delete legacy records
Client proposals	Communication	Client requested	n/a	No	No	Password	Delete legacy records
Bank account (suppliers)	Payments	Client supplied	n/a	No	No	Password	Delete legacy records
Website	Communication	Client permission, supplies logos	Yes	Yes	Yes	n/a	
Hardware							
PC	Communication	n/a	n/a	No	No	Password	Delete legacy records
Laptop	Communication	n/a	n/a	Yes	Yes	Password	
Router	Communication	n/a	n/a	Yes	Yes	Password	
Backup (memory sticks)	Data integrity	n/a	n/a	Yes	Yes	Password	
Smartphone (Gmail contacts & Gmail email)	Communication	n/a	n/a	See above	See above	Password	
Telephone (answer machine)	Communication	n/a	n/a	Yes	Yes	Password	
Hardcopy							
Client File	Project Work	Project Work	n/a	Yes	Yes	Office or briefcase	
Quote File	Project Work	Project Work	n/a	Yes	Yes	Office	
Invoice File (sales & purchase)	Project Work	Project Work	n/a	Yes	Yes	Office	
Case studies	Project Work	Client permission, supplies logos	n/a	Yes	Yes	Office or briefcase	
Non GDPR (not Personally Identifiable Information)							
Project data (Word & Excel procedures, forms)							