
Corporate Governance & Compliance
Policy, Procedures and Standards

Legitimate Interests Assessment

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D&D London Ltd
16 Kirby Street, London EC1N 8TS

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Author	Steve Marshall
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Review and Update Policy

The document owner will review and update this Legitimate Interest Assessment on at least an annual basis.

Contents

1. Scope	4
2. Legitimate Interests Assessment.....	4
3. Notes	8

1. Scope

All sales and services activities that have been identified below form the scope for this assessment. These relate to customers (B2B) and not consumer (B2C) activities. Consumer sales are handled through the Marketing and Social Media Data Privacy Notice and the Websites and Cookie Legitimate Interests Assessment. This assessment covers those B2B activities by D&D London Limited for its corporate purposes as well as those of its brands. This LIA covers the following processes:

Your information	Purpose	Legal basis
Your contact details.	These are processed for you to be able to take out a contract for our services. These are then processed to enable us to provide payment terms and discuss matters with relevant personnel to be able to fulfil the contracted services agreed. These will then need to be used for billing purposes.	We need this information to be able to be able to enter into a contract with you, and to be able to fulfil our obligations under it. It is also necessary for our legitimate interests (to recover any debts due to us, manage our relationship with you and keep our records updated).
The data you share as part of our contract e.g. contact details and financial and/or transaction data.	To allow access to data exchanged between the disclosing and receiving parties to fulfil contractual obligations between the parties.	We need this information to be able to fulfil the contract that you have engaged us to perform. It is also necessary for our legitimate interests (to run our business, recover any debts due to us, manage our relationship with you and keep our records updated).
If your data has been shared with us, but is outside of contract or if you have made your data public and we contact you.	To allow us to contact if we have been provided your information in relation to our services or you have made your data public and we have an interest in contacting you in relation to our services.	We have a legitimate interest in contacting you in relation to our services (to develop our business)

2. Legitimate Interests Assessment

Area	Test	Response
The legitimate interest(s)	Who benefits from the processing? In what way?	We both benefit in the following ways: Your contact details – To be able to recover any debts due to us, manage our relationship with you and keep our records updated. It is important for us to be able to communicate with you regularly about our services, and to ensure that we hold accurate information on you

		<p>and or your staff. To be able to provide you with services we need to be able to interact with your staff. As such we have a legitimate interest in doing this, and keeping their information up to date.</p> <p>Shared data outside of contract – To allow us to contact you if we have been provided your information in relation to our services or if you have made your data public and we have an interest in contacting you in relation to our services. This is likely to be of interest to you as we may be able to enter into a mutually beneficial contract. We do not contact random companies or individuals only people that are likely to have an interest in us and our business.</p>
	Are there any wider public benefits to the processing?	Where there is an exceptional requirement, and the use of your personal information is required or permitted by law e.g. for updated allergy advice or for another legal reason that may require us to contact you.
	How important are those benefits?	<p>Your contact details – It is very important to ensure that we have the most up to date and correct details to be able to service your requirements. It is also important for us to be able to interact with your team members. It is also important that we can recover debts that are owed to us.</p> <p>Shared data outside of contract – It is important to find new customers to be able to further our business interests. If you are aligned to our goods and services then it is important for us to be able to interact with you. This may lead to new supply contracts or the ability to be able to purchase goods and services from you.</p>
	What would the impact be if you couldn't go ahead?	<p>It may mean that we would have to change the ways that we interact with you. This would be because:</p> <ol style="list-style-type: none"> 1. We may have to either stop communicating with you, and may find it difficult to update data about individuals within your company; 2. We may find it difficult to recover debts where there is no contract in place between us; 3. We may not be able to ask you if you wanted to receive further information from us, or be able to stay in touch with you about any relevant details relating to your purchases from us where these are not related to contractual processing of the order; 4. It would be difficult for us to source new customers to do business with, or to find new suppliers of goods and services to us. <p>This could have significant impact on the information you receive from us, and the offers that we can provide you. It may also seriously impact our ability to find new customers or suppliers to our business.</p>
	Would your use of the data be unethical or	No, as we will follow the requirements of the GDPR as well as the PECR for all communications that we undertake with you. Our assessment of how the GDPR and PECR affects categories of individuals is shown in section three (3) of this document. We will use the data in following ways:

	unlawful in any way?	<ol style="list-style-type: none"> 1. To continue to communicate with you as you have requested; 2. To recover debts that are owed to us outside of contract where there is no other lawful basis of processing this data; 3. To ask you if you would like further information from us, or to provide specific product information should we need to; 4. To provide you with updates to our terms and conditions, privacy information or anything else that may impact your rights and freedoms as a data subject; 5. Where we need to update our records to ensure accuracy and fair processing of your data; 6. To source new B2B customers or suppliers for our business.
Necessity test	Does this processing help to further that interest?	<p>Yes, in the following ways:</p> <p>Your contact details – To communicate with you outside of contract or to recover debts that are owed. Or to be able to update our records that we hold on you where there is no other lawful basis of processing.</p> <p>Shared data outside of contract – To be able to acquire new B2B customers or suppliers to our business.</p> <p>Other - To be able to comply with PCI DSS, other statutory or regulatory compliance requirements and to report crime.</p>
	Is it a reasonable way to go about it?	<p>Yes. The methods used by us are the same as for most companies. They are in line with the requirements of the GDPR as well as the PECR which is provided by the ICO. It allows us to use a legitimate interest as our legal basis of processing, and to communicate with you in the manners indicated.</p>
	Is there another less intrusive way to achieve the same result?	<p>For the data that we have already collected there are limited other choices for us (if there is no contract in place) to be able to comply with a data subject's requests. It may be unlawful for us to delete this data or not communicate with you in the way that you have requested. Additionally, there are occasions where a legitimate interest will be used and this includes but is not limited to:</p> <ol style="list-style-type: none"> 1. Where we need to recover a debt owed to us outside of contract; 2. Where we need to update our records, or notify you of changes to terms and conditions, privacy information or anything else that may impact your rights and freedoms as a data subject; 3. Where we ask you if you would like further information from us, or to provide specific product information (for recall, allergy's or other legal reason) should we need to.
Balancing test	What is the nature of your relationship with the individual?	<p>There may or may not be a relationship with the individual. This may be unknown at the time of interaction and initial data collection. As without collecting the data we will not be able to determine if another legal basis of processing will be more appropriate until we have identified you.</p>
	Is any of the data particularly	<p>No. The data that is collected is not overly sensitive as this information is in standard categories of data, and may have been</p>

sensitive or private?	made public by the data subject (either by the means of release to us – over the internet, or via other sites like social media, company websites or via business cards at an event / meeting). Minimal data to service requirements is collected, and nothing that could be used for discriminatory purposes is collected. The data from a security point of view could be quite sensitive and therefore, will be protected in line with Article 32 – technical and organisational security measures.
Would people expect you to use their data in this way?	<p>Yes, for the following reasons:</p> <ol style="list-style-type: none"> 1. To continue to communicate with you as you have requested; 2. To be able to recover debts owed outside of contract; 3. To be able to contact you if you provide your data to us, you have been referred to us or we have got your data from a public source - for example via our website, via a business card, from your website, from a business partner or other means; 4. To ask you if you would like further information from us, or to provide specific product information should we need to; 5. To provide you with updates to our terms and conditions, privacy information or anything else that may impact your rights and freedoms as a data subject; 6. Where we need to update our records to ensure accuracy and fair processing of your data.
Are you happy to explain it to them	Yes. This Legitimate Interest Assessment, documents our interests and can be provided to the data subject, representative or information commissioner on request. It may also be published on our website so it can be reviewed as required by interested parties.
Are some people likely to object or find it intrusive?	People may object to this, and have the right to do so. D&D London has minimised the data collected and restricts the automatic collection of data to the smallest possible footprint. We seek to interact with our customers and comply with their requirements. We believe that to service our customers’ needs we need to be able to communicate with them, as they have indicated. As such we believe that it may be unlawful to delete their data or not communicate with them based on their preferences. Individuals always have the right not to interact with us, and can seek alternate locations to purchase our goods or services if they feel more comfortable.
What is the possible impact on the individual?	<p>The impact to the individual will be as follows:</p> <p>Your contact details – That we will continue to communicate with you as you have indicated. To update our records and to recover any debts that are owed to us. To refer your data to a business partner if they need your services.</p> <p>Shared data outside of contract – To be able to interact with you if you may be interested in our products / services, have been referred to us, have provided your contact details to us, have made your</p>

	information public to be able to do business with you as a customer or supplier. Other - To be able to comply with PCI DSS, other statutory or regulatory compliance requirements and to report crime.
How big an impact might it have on them?	The impact will be low to the individual, unless they have committed a crime, at which point their data would be reported to law enforcement and other authorities like the ICO as appropriate.
Are you processing children's data?	Not knowingly. Our websites, marketing, social media, premises, goods and services are for corporate and brand information / sales that are only designed for use by people that wish to stay or dine with us, which is aimed at over 18's. No service we offer is aimed at children
Are any of the individuals vulnerable in any other way?	This is possible but this may be unknown at the time of interaction. D&D London will take all responsible measures to comply with law, distance selling regulations and age identification as required. We will provide all assistance possible to ensure that you understand the implications of our processing and the impact to you on what we do.
Can you adopt any safeguards to minimise the impact?	All safeguards in line with the requirements of the GDPR and PECR are already in place, and all data will be protected in line with Article 32 – technical and organisational security measures. We are unlikely to purchase any lists of names and contact information and interact only with people that interact with us. It is possible that somebody could sign up another user to our information. In this case we will endeavour to communicate within thirty (30) days, where people will be able to opt out.
Can you offer an opt-out?	In the following scenarios this may be possible: Information you have already given us – customers can opt out of receiving further information from us, but not as it relates to a contract that we have entered into with them, or that they are subject to. There is also no opt out where we need to update our records to ensure that their data is accurate, or collect a debt from them. Shared data outside of contract – customers have the right to opt out and ask us not to communicate with them, and suppliers have the right not to do business with us.

3. Notes

1. For business to business marketing (with a company) and we are e-mailing an enquiries@, info@ address, then this is not personal data and can be communicated with, and is not subject to GDPR. PECR suggests this is legitimate interest because there is no personal data in the email address (providing there is also no personal data in the body of the email) this is not covered by the GDPR;

2. For business to business marketing and we are sending to a named contact, such as firstname.lastname@company.com – PECR says this is a legitimate interest. GDPR mirrors what PECR outlines – and this Legitimate Interests Assessment covers this requirement. D&D London will ensure that when it collected the persons e-mail address they were given the choice to easily opt-out of marketing and ensure that they have the chance to opt out of every subsequent e-mail sent to them. If they do opt-out, then D&D London will not e-mail them again.