



**Strength & Conditioning Education**

**Policy**

**Data Retention**

Data retention encompasses

- The length of time SCE holds data of its clients, students, graduates and prospective students
- Where this data is stored
- What this data is used for

This policy clearly shows SCE rules and rationale for data retention

## **Data Retention Policy**

SCE needs to retain data for a number of key reasons.

- Historical management information on company performance relating to
  - Marketing and Sales efforts and results
  - Student and Graduate performance
- Future Sales and Marketing activity
- Future Strategic Planning

As such data held by SCE is categorised into 3 groups.

1. Purchasers of any SCE product or service.
2. Prospective clients who have opted in
3. Prospective clients who have opted out.

## **Data Retention Rules**

### **Purchasers of any SCE product or service.**

This data will be held for as long as SCE is trading, this data a key part of the management information required by SCE, regardless of their opt in status.

### **Prospective clients who have opted in**

This data will be held for as long as SCE is trading, this data a key part of the management information required by SCE and is required for future strategic planning

### **Prospective clients who have opted out.**

This data will be systematically deleted quarterly.

## **Things to remember**

- All data will be held on the secure database in line with the data protection policy.
- All parties that have opted out of marketing material will be removed from all marketing lists.