

## **Security of Processing**

Appropriate technical and organizational security measures The Controller must implement appropriate technical and organizational measures to protect Personal Data against accidental or unlawful destruction or accidental loss, alteration, unauthorized disclosure or access, in particular where the Processing involves the transmission of data over a network, and against all other unlawful forms of Processing. Having regard to the state of the art and the cost of their implementation, such measures shall ensure a level of security appropriate to the risks represented by the Processing and the nature of the data to be protected.

## **Data Protection**

Data Protection is about providing people with the right to control the use of any information concerning themselves, such as name, telephone numbers, preferences etc. The Data Protection Standard is based on the Cyprus Personal Data Act and the EU Directive 95/46/EC. This legislation imposes certain requirements on the Processing of Personal Data. While conducting its day to-day business TAS Marketing processes Personal Data about its employees, customers, business contacts and others. The EU Directive does not allow for the transfer of personal information to countries outside the EEA (socalled third countries) which do not ensure an adequate level of data protection. The purpose of the Data Protection Standard is to ensure that the Processing of Personal Data has such adequate level of protection. The Data Protection Standard provides a legal basis (Binding Corporate Rules) for Data Protection Authorities in the EEA member states to authorise transfer of Personal Data from Business Units within the EEA to subsidiaries in third countries. Each Business Unit will be the controller deciding the means and purposes of the Processing for its company. The controller who transfers the Personal Data will be the data exporter, and the Business Unit established in a third country receiving the Personal Data from the data exporter, will be the data importer. TAS Marketing Data Protection Standard is based on the following data protection principles: © 2019 TAS Marketing ■ The Processing of Personal Data shall take place in a fair and lawful way. ■ The collecting of Personal Data shall only be made for explicit and legitimate purposes and the use of them shall be made accordingly. ■ The collecting of Personal Data shall be relevant and not excessive in relation to the purpose for which they are processed. ■ The Personal Data shall be kept accurate and where necessary, up to date. ■ Personal Data shall not be held longer than necessary. ■ All Personal Data shall be kept confidential and stored in a secure way. ■ Personal Data shall not be shared with third parties except when necessary in order for them to provide services upon agreement. ■ Data Subjects shall have the right of access to and rectification of own Personal Data.

## **The right to Data**

Every Data Subject shall have the right to obtain from the Controller: ■ without constraint at reasonable intervals and without excessive delay or expense: © 2016 TAS Marketing confirmation as to whether or not data relating to him are being processed and information at least as to the purposes of the Processing, the categories of data concerned, and the

recipients or categories of recipients to whom the data are disclosed, confirmation to him in an intelligible form of the data undergoing Processing and of any available information as to their source, knowledge of the logic involved in any automatic Processing of data concerning him at least in the case of automated decisions referred to in the Data Protection Standard Section 4.7.2; ■ as appropriate the rectification, erasure or blocking of data the Processing of which does not comply with the provisions of this Data Protection Standard, in particular because of the incomplete or inaccurate nature of the data; ■ notifications to third parties to whom the data have been disclosed of any rectification, erasure or blocking carried out in compliance with b), unless this proves impossible or involves a disproportionate effort.

### **Disclaimer**

TAS Marketing does not require, store or use any user data during the usage of our applications.