				Personal Details													Business Financial Details				Other Items											
Third Party Service / Vendor	Platform Area	Purpose	Customer Data	CN	CA	BN	OC	EM	TE	DB	EC	SO	ET	MS	SM	ED	BA	CC	NI	TX	HI	IM	VR	PS	DL	NT	IP	CR	FP	RS	DA
				Customer Name	Customer Address	Business Names	Occupation	Email	Telephone Number	Date of Birth	Emergency Contact	Sexual Orientation	Ethnicity	Marital Status	Social Media	Education	Bank Account	Credit Card	National Insurance	Tax Reference	Health Information	Images	Voice Recordings	Passport	Driving Licence	National ID	IP Address	Criminal Convictions	Finger Print	Retinal Scan	DNA
8X8	All	Internal Phone system	☑	☑	☐	☑	☐	☐	☑	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
GSuite	All	Google Accounts	☑	☑	☑	☑	☑	☑	☑	☐	☐	☐	☐	☐	☑	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☑	☐	☐	☐	☐
Salesforce CRM	All	Salesforce CRM	☑	☑	☑	☑	☑	☑	☑	☐	☐	☐	☐	☐	☑	☐	☑	☐	☐	☑	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Slack	All	Internal Communication Tool	☑	☑	☑	☑	☑	☑	☑	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Trello	All	Task Management tool	☑	☑	☐	☑	☐	☑	☑	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Amazon Web Services	Development	Cloud Service Provider	☑	☑	☑	☑	☐	☑	☑	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Mixpanel	Development	User Analytics	☑	☑	☑	☐	☐	☑	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☑	☐	☐	☐	☐
MongoLab	Development	Database services for Proof of Play	☐	☐	☑	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Rackspace UK / Signagelive	Development	Cloud Service Provider	☑	☑	☑	☑	☐	☑	☑	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
SendGrid	Development	Email Services	☑	☑	☐	☐	☐	☑	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Spreedly	Development	Credit Card Payment Processing	☑	☑	☑	☐	☑	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☑	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Salesforce Sandbox	Development	Salesforce development environment	☑	☑	☑	☑	☑	☑	☐	☐	☐	☐	☐	☐	☑	☐	☑	☐	☐	☑	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Twilio	Development	Communications platform	☑	☑	☐	☐	☐	☐	☑	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Customer.io	Sales / Marketing	End User Email communications	☑	☑	☐	☑	☑	☑	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Survey Monkey	Sales / Marketing	Survey solution	☑	☑	☐	☐	☐	☑	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Zapier	Sales / Support	Automation between Zendesk and Slack	☑	☑	☑	☑	☐	☑	☑	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Repuso	Support	Support feedback	☑	☑	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Zendesk Chat	Support	Support Live Chats	☑	☑	☑	☑	☐	☑	☑	☐	☐	☐	☐	☐	☑	☐	☐	☐	☐	☐	☐	☑	☐	☐	☐	☐	☑	☐	☐	☐	☐
Zendesk Guide/Support	Support	Support Help Centre and Ticketing	☑	☑	☑	☑	☐	☑	☑	☐	☐	☐	☐	☐	☑	☐	☐	☐	☐	☐	☐	☑	☐	☐	☐	☐	☑	☐	☐	☐	☐
Aha	Support / Development	Ideas portal	☑	☑	☐	☐	☐	☑	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Campaign Monitor	Sales	Email marketing campaigns	☑	☑	☐	☐	☐	☑	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Google Analytics	Sales	Web analytics service	☑	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☑	☐	☐	☐	☐
Grow	Sales	Data Analytics	☑	☑	☐	☑	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
HelloSign	Sales	eSignature platform	☑	☑	☑	☑	☐	☑	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐