

**11<sup>th</sup> May 2018**

-----

**DATA PROCESSING AGREEMENT**

**Between**

**Processor**

and

**Controller**

This Agreement is dated **11<sup>th</sup> May 2018**

## Parties

- (1) **Trendle Ltd** incorporated and registered in England and Wales with company number **[Insert Company Number]** whose registered office is at **Suite 010, Hurlingham Studios, Ranelagh Gardens, SW6 3PA (Processor)**
- (2) **Any registered user of the website www.trendle.io (Controller)**

hereinafter collectively referred to as 'Parties' and individually 'Party'

## Background

- (A) References to the term "**Data Processing Agreement**" means this Agreement and the following schedules attached hereto:

Schedule 1	Services, Processing, Personal Data and Data Subjects
Schedule 2	Security Measures

- (B) The Parties have agreed to enter into this Agreement to ensure compliance with the said provisions of the applicable data protection legislation ("**Data Protection Legislation**") relating to the processing of Personal Data in relation to all processing of Personal Data by the Processor for the Controller.

### 1. **Agreed terms**

The terms and expressions set out in this Agreement shall have the following meanings:

- 1.1 **Data Protection Legislation:** (i) unless and until the GDPR is no longer directly applicable in the UK, the General Data Protection Regulation ((EU) 2016/679) and any national implementing laws, regulations and secondary legislation, as amended or updated from time to time, in the UK and then (ii) any successor legislation to the GDPR or the Data Protection Act 1998;
- 1.2 "**Controller**", "**Processor**", "**Processing**" and "**Data Subject**" shall have the meanings given to them in the Data Protection Legislation;
- 1.3 **ICO** means the Information Commissioner's Office;
- 1.4 **Personal Data** means all such "personal data" as defined in the Data Protection Legislation as is, or is to be, processed by the Processor on behalf of the Controller;
- 1.5 **Services** means those [services] [and] [or] [facilities] described in Schedule 1 which are provided by the Processor to the Controller and which the Controller uses for the purpose[s] described in Schedule 1.
- 1.6 "Security Measures" means the security measures set out in Schedule 2
- 1.1 Clause, Schedule and paragraph headings shall not affect the interpretation of this agreement.
- 1.2 A **person** includes a natural person, corporate or unincorporated body (whether or not having separate legal personality).

- 1.3 The Schedules form part of this Agreement and shall have effect as if set out in full in the body of this Agreement. Any reference to this Agreement includes the Schedules.
- 1.4 A reference to a **company** shall include any company, corporation or other body corporate, wherever and however incorporated or established.
- 1.5 Unless the context otherwise requires, words in the singular shall include the plural and in the plural shall include the singular.

Unless the context otherwise requires, a reference to one gender shall include a reference to the other genders.

**It Is Agreed** as follows:

## **2. Scope of Processing**

- 2.1 The Controller determines the purposes and means of the processing of Personal Data. The Controller shall comply with its obligations pursuant to Data Protection Legislation, including responsibility to ensure necessary legal basis for collecting, processing and transfer of Personal Data.
- 2.2 The terms of this Agreement supersede any other arrangement, understanding or agreement made between the Parties at any time relating to protection of Personal Data.
- 2.3 This Agreement concerns the Processor's processing of Personal Data on behalf of the Controller in connection with the Processor's provision of the Services or otherwise as described in Schedule 1.
- 2.4 The nature and the purpose of the processing, including operations and activities, are specified in Schedule 1 but the Processor is only to carry out the Services, and only to process Personal Data received from the Controller:
  - for the purposes of those Services and not for any other purpose;
  - to the extent and in such manner as is necessary for those purposes; and
  - strictly in accordance with the express authorization and instructions of designated contacts at the Controller (which may be specific instructions or instructions of a general nature or as otherwise notified by the Controller to the Processor).
- 2.5 The Processor, its Sub-processors, and other persons acting under the authority of the Processor who has access to the Personal Data shall process the Personal Data only on behalf of the Controller and in compliance with its documented instructions and in accordance with the Processing Agreement, unless otherwise stipulated in applicable statutory laws.
- 2.6 The Processor shall immediately inform the Controller if, in the Processor's opinion, an instruction infringes the Data Protection Legislation.
- 2.7 The Processor shall promptly comply with any request from the Controller requiring the Processor to amend, transfer or delete the Personal Data.
- 2.8 The Processor agrees to comply with any reasonable measures required by the Controller to ensure that its obligations under this Agreement are satisfactorily performed in accordance

with the Data Protection Legislation and all applicable legislation from time to time in force and any best practice guidance issued by the ICO.

- 2.9 Where the Processor processes Personal Data (whether stored in the form of physical or electronic records) on behalf of the Controller it shall:
- 2.9.1 not process the Personal Data outside the European Union without the prior written consent of the Controller and, where the Controller consents to such a transfer, to comply with the transfer obligations of Chapter V of the Data Protection Legislation;
  - 2.9.2 process the Personal Data only to the extent, and in such manner, as is necessary in order to comply with its obligations to the Controller or as is required by law or any regulatory body including but not limited to the ICO;
  - 2.9.3 implement appropriate technical and organisational measures and take all steps necessary to protect the Personal Data against unauthorised or unlawful processing and against accidental loss, destruction, damage, alteration or disclosure, and promptly supply details of such measures as requested from the Controller;
  - 2.9.4 any transfer of Personal Data is subject to the Data Protection Legislation's standard contractual clauses or other legal basis for such transfer or disclosure; and
  - 2.9.5 if so requested by the Controller (and within the timescales required by the Controller) supply details of the technical and organisational systems in place to safeguard the security of the Personal Data held and to prevent unauthorised access.
- 2.10 On at least **14** days' prior notice, the Processor shall permit persons authorised by the Controller to enter into any premises on which the Personal Data provided by the Controller to the Processor is processed, and to inspect the Processor's facilities, equipment, documents and electronic data relating to the processing of the Personal Data. The requirement to give notice will not apply if the Controller believes that the Processor is in breach of any of its obligations under this Agreement.
- 2.11 The Processor shall notify the Controller (within two working days) if it receives:
- 2.11.1 a request from a data subject to have access to that person's Personal Data; or
  - 2.11.2 a complaint or request relating to the Controller's obligations under the Data Protection Legislation.
- 2.10 The Processor agrees to provide the Controller with full co-operation and assistance in relation to any complaint or request made, including by:
- 2.12.1 providing the Controller with full details of the complaint or request;
  - 2.12.2 complying with a data access request within the relevant timescale and in accordance with the Controller's instructions;
  - 2.12.3 providing the Controller with any Personal Data it holds in relation to a data subject (within the timescales required by the Controller);

2.12.4 providing the Controller with any information requested by the Controller;

2.13 notify the Controller immediately if it becomes aware of any unauthorised or unlawful processing, loss of, damage to or destruction of any of the Personal Data.

### **3. Security Measures**

3.1 The Processor shall implement appropriate technical and organisational measures as stipulated in Data Protection Legislation and/or measures imposed by the ICO to ensure an appropriate level of security and these are outlined in Schedule 2.

3.2 The Processor shall assess the appropriate level of security and take into account the risks related to the processing, including risk for accidental or unlawful destruction, loss, alteration, unauthorised disclosure of, or access to Person Data transmitted, stored or otherwise processed.

3.3 All transmissions of Personal Data between the Processor and the Controller or between the Processor and any third party shall be done by means of adequate encryption agreed between the Parties.

3.4 The Processor shall provide the Controller with general descriptions of the Processor's and its Sub-processors' (to the extent that the Processor has access to such Sub-processors information) technical and organisational measures implemented to ensure an appropriate level of security.

3.5 The Processor shall provide reasonable assistance to the Controller, taking into account relevant information available to the Processor, if the Controller is obliged to perform an impact assessment and/or consult ICO in connection with the processing of Personal Data. The Controller shall bear any costs accrued by the Processor related to such assistance.

### **4. Notification of any Breach**

4.1 The Processor shall notify the Controller without undue delay after becoming aware of a breach of security leading to the accidental or unlawful destruction, loss, alteration, unauthorised disclosure of, or access to, Personal Data transmitted, stored or otherwise processed ("**Personal Data Breach**"). The Controller is responsible for notifying the Personal Data Breach to the ICO within 72 hours of any such breach.

4.2 The notification to the Controller shall as a minimum describe (i) the nature of the Personal Data Breach including where possible, the categories and approximate number of Data Subjects concerned and the categories and approximate number of Personal Data records concerned; (ii) the likely consequences, in the reasonable opinion of the Processor, of the Personal Data Breach; (iii) the measures taken or proposed to be taken by the Processor to address the Personal Data Breach, including, where appropriate, measures to mitigate its possible adverse effects.

4.3 In the event the Controller is obliged to communicate a Personal Data Breach to the Data Subjects, the Processor shall assist the Controller, including the provision, if available, of necessary contact information to the affected Data Subjects. The Controller shall bear any costs related to such assistance provided by the Processor and to such communication to the Data Subject. The Processor shall nevertheless bear such costs if the Personal Data Breach is caused by circumstances for which the Processor is responsible.

## **5. Sub-Processing**

5.1 The Processor shall not engage another processor ("**Sub-processor**") in processing of the Personal Data without the written consent of the Controller. The Processor shall inform the Controller of any intended changes concerning addition of replacement of any Sub-processors, and the Controller has the right to object to such changes.

5.2 The Processor shall ensure that its data protection obligations set out in this Agreement and the Data Protection Legislation are imposed to any Sub-processors by way of a written agreement. Any Sub-processor shall in particular provide sufficient guarantees to implement appropriate technical and organisational measures to comply with Data Protection Legislation. The Processor shall remain fully liable to the Controller for the performance of any Sub-processor.

## **6. Warranties and Indemnities**

6.1 Each party warrants to the other that it will process the Personal Data in compliance with this Agreement and in accordance with the Data Protection Legislation.

6.2 The Parties shall each be liable for and shall indemnify (and keep indemnified) each other against each and every action, proceeding, liability, cost, claim, loss, expense (including reasonable legal fees and disbursements on a solicitor and client basis) and demand incurred by the other which arise directly or in connection with any data processing activities which are subject to this Agreement.

## **7. Confidentiality**

7.1 The Processor shall maintain the Personal Data processed by the Processor on behalf of the Controller in confidence, and in particular, unless the Controller has given written consent for the Processor to do so, the Processor shall not disclose any Personal Data supplied to the Processor by, for, or on behalf of, the Controller to any third party. The Processor shall not process or make any use of any Personal Data supplied to it by the Controller otherwise than in connection with the provision of the Services to the Controller.

7.2 The Controller is subject to a duty of confidentiality regarding any documentation and information, received by the Processor, related to the Processor's and its Sub-processors' implemented technical and organisational security measures.

7.3 The obligations in this Clause 7 shall continue for a period of five years after the cessation of the provision of Services by the Processor to the Controller. Nothing in this Agreement shall prevent either party from complying with any legal obligation imposed by the ICO or a court.

Both parties shall however, where possible, discuss together the appropriate response to any request from the ICO or court for disclosure of information.

## **8. Term and Termination**

- 8.1 The Processing Agreement is valid for as long as the Processor processes Personal Data on behalf of the Controller.
- 8.2 In the event of the Processor's breach of the Processing Agreement, the Controller may (i) instruct the Processor to stop further processing of Personal Data with immediate effect; (ii) terminate the Processing Agreement with immediate effect; and/or (ii) claim damages for direct economic loss caused by the Processor's breach, subject always to the provisions (including limitation of liability provisions) of the agreement(s) pursuant to which the Services are provided.
- 8.3 The Processor shall, upon the termination of this Agreement and at the choice of the Controller, delete or return all the Personal Data to the Controller, unless otherwise stipulated otherwise in the Data Protection Legislation. The Processor shall document in writing to the Controller that deletion has taken place.

## **9. General**

- 9.1 This Agreement may only be amended by the Parties subject to mutual consent and in accordance with the Data Protection Legislation.
- 9.2 The Processor shall not sub-contract to any third party any of its rights or obligations under this Agreement save for where permitted by the Parties under this Agreement.
- 9.3 The Processor accepts the obligations in this Agreement in consideration of the payment of £1 from the Controller which the Processor hereby acknowledges
- 9.4 Except as expressly provided in this agreement, the rights and remedies provided under this agreement are in addition to, and not exclusive of, any rights or remedies provided by law.
- 9.5 This Agreement shall be governed by the laws of England and Wales and subject to the exclusive jurisdiction of the courts of England and Wales.

## **Schedule 1 – Services, Processing, Personal Data, and Data Subjects**

### **1 SERVICES**

The “Services” referred to in Sub-Clause 1.5 means the full use of the Trendle Analytics application and services.

Further description of the Services is set out in the applicable service agreement and documentation.

The Controller uses the Services for the following purpose[s]: more efficiently manage their Amazon store.

### **2 PROCESSING**

The Personal Data will be subject to the following basic processing activities:

- The user’s (Controller’s) Personal Data will only be used for the creation and maintenance of a live and valid user account as well as for essential communications.
- Personal Data about other persons contained in the Controllers Data will only be used and made available for the Controller and no other party shall have access to this sensitive data.

### **3 PERSONAL DATA**

The Personal Data processed concern the following type and categories, including any special categories of data:

- The user’s (Controller’s) Personal Data consists of first name, surname, company name and email address
- Personal Data about other persons contained in the Controllers Data consists of all that data available through the Amazon MWS and Advertising API. The most sensitive data contained are about the Controllers customers which consists of: First Name, Surname, anonymised email address controlled by Amazon, full postal address for delivery of goods and (in some cases) phone number.

### **4 DATA SUBJECTS**

The Personal Data processed concern the following categories of Data Subjects:

- The Controller’s employees (log in data only information)
- The Controller’s customers (as detailed in section 3 above)



## **Schedule 2 – Security Measures**

The following are the Security Measures referred to in Sub-Clauses 1.6 and 8.5:

1. The Processor will ensure that in respect of all Personal Data it receives from or processes on behalf of the Controller it maintains security measures to a standard appropriate to:
  - 1.1 the harm that might result from unlawful or unauthorised processing or accidental loss, damage or destruction of the Personal Data; and
  - 1.2 the nature of the Personal Data.
2. In particular the Processor shall:
  - 2.1 have in place and comply with a security policy which:
    - 2.1.1 defines security needs based on a risk assessment;
    - 2.1.2 allocates responsibility for implementing the policy to a specific individual or members of a team;
    - 2.1.3 is provided to the Controller on or before the commencement of this Agreement;
    - 2.1.4 is disseminated to all relevant staff; and
    - 2.1.5 provides a mechanism for feedback and review.
  - 2.2 ensure that appropriate security safeguards and virus protection are in place to protect the hardware and software which is used in processing the Personal Data in accordance with best industry practice;
  - 2.3 prevent unauthorised access to the Personal Data;
  - 2.4 ensure its storage of Personal Data conforms with best industry practice such that the media on which Personal Data is recorded (including paper records and records stored electronically) are stored in secure locations and access by personnel to Personal Data is strictly monitored and controlled;
  - 2.5 have secure methods in place for the transfer of Personal Data whether in physical form (for instance, by using couriers rather than post) or electronic form (for instance, by using encryption);
  - 2.6 put password protection on computer systems on which Personal Data is stored and ensure that only authorised personnel are given details of the password;
  - 2.7 take reasonable steps to ensure the reliability of employees or other individuals who have access to the Personal Data;
  - 2.8 ensure that any employees or other individuals required to access the Personal Data are informed of the confidential nature of the Personal Data and comply with the obligations set out in this Agreement;

- 2.9 ensure that none of the employees or other individuals who have access to the Personal Data publish, disclose or divulge any of the Personal Data to any third party unless directed in writing to do so by the Controller;
- 2.10 have in place methods for detecting and dealing with breaches of security (including loss, damage or destruction of Personal Data) including:
  - 2.10.1 the ability to identify which individuals have worked with specific Personal Data;
  - 2.10.2 having a proper procedure in place for investigating and remedying breaches of the data protection principles contained in the Act; and
  - 2.10.3 notifying the Controller as soon as any such security breach occurs.
- 2.11 have a secure procedure for backing up and storing back-ups separately from originals;
- 2.12 have a secure method of disposal of unwanted Personal Data including for back-ups, disks, print outs and redundant equipment; and
- 2.13 adopt such organisational, operational and technological processes and procedures as are required to comply with the requirements of ISO/IEC 27001:2013 as appropriate to the Services provided to the Controller.