



DPG06B. Client Data Retention Policy

CLEINT DATA RECORDS

Record Type Category	Retention Period		Reason	Start of Retention Period	Notes
Electronic marketing data; non-customers	1 year		the person whom consented to receiving marketing material.	The original date of consent	There is an opt-out in every email sent.
Electronic marketing data; customers	1 year		The person is/was a customer during the last 1 months	From last transaction with customer	There is an opt-out in every email sent.
Bookings Contact information, special requests data.	1 years		For customer relationship	From date of booking	
Loyalty scheme information	1 year		For customer relationship	From the joining date of the scheme	