

EVÖQ DATA RETENTION POLICY

EVÖQ (“we,” “our,” “us”) is committed to protecting the privacy and security of the personal data of our users, including Service Providers, Clients, and Venue Owners. This **Data Retention Policy** outlines how we manage the collection, storage, and deletion of personal data on the EVÖQ platform, ensuring compliance with relevant data protection laws, including the **General Data Protection Regulation (GDPR)** and applicable privacy laws.

By using the EVÖQ platform, you agree to the terms of this policy and understand how your personal data will be handled.

1. Purpose of Data Retention

We retain personal data to provide our services, ensure compliance with legal obligations, manage disputes, enhance user experience, and improve the platform. This policy provides a clear framework for how long data is retained and under what circumstances it may be deleted.

2. Types of Data Collected

EVÖQ collects different types of personal data to facilitate the use of the platform, including:

- **Account Information:** Name, email address, phone number, payment information, and account credentials.
- **Profile Information:** Service listings, portfolio, images, video content, business details, and reviews.
- **Transaction Data:** Booking details, payment history, invoices, and records of transactions.
- **Communication Data:** Messages and interactions with other users, including emails, chat logs, and support communications.
- **Usage Data:** Information about how you interact with the platform, including IP address, browser type, device details, and platform usage logs.

3. Retention Periods

We retain personal data only for as long as necessary to fulfill the purposes outlined below, or as required by law. The specific retention periods for different categories of data are as follows:

- **Account Information:** We retain account-related data for as long as your account is active or as needed to provide our services. If you deactivate your account, your data will be retained for a period of [12 months] after account

deactivation to allow for recovery of any lost or missing data and to comply with legal or contractual obligations.

- **Profile Information:** Data provided to create and maintain a profile (such as service listings and portfolio) will be retained as long as your account is active. Once the account is deactivated or the service listing is removed, the data may be retained for up to [6 months] for backup purposes or in case of disputes.
- **Transaction Data:** We retain transaction data for a minimum of [7 years] in accordance with tax, financial reporting, and regulatory requirements. This includes payment histories, invoices, and booking records.
- **Communication Data:** Any communication between users (including messages, chat logs, and support tickets) will be retained for a period of [12 months] after the communication ends to allow for dispute resolution, customer service needs, and legal requirements.
- **Usage Data:** We retain logs and analytics data for a period of [24 months] for the purpose of platform performance analysis, troubleshooting, and improvement.
- **Backup Data:** Backup copies of personal data may be retained for [3 months] after deletion to protect against accidental loss and ensure the continuity of platform operations.

4. Data Deletion Process

When data is no longer required for the purposes outlined in this policy, we will take appropriate steps to ensure the secure deletion of personal data. This includes:

- **Account Deactivation:** Upon deactivation of your account, your personal data will be retained for a period of [12 months], as mentioned above. After this period, we will securely delete or anonymize your data unless otherwise required by law or contract.
- **Data Deletion Request:** You have the right to request deletion of your personal data at any time. Upon receiving a request, we will evaluate whether deletion is possible, taking into account legal obligations (e.g., for tax or contractual purposes). If deletion is not possible, we will inform you of the reasons and retain the data for the legally required period.
- **Deletion of Inactive Accounts:** If your account remains inactive for a period of [24 months] (or any other period specified by the platform), we will send a notice requesting you to reactivate the account. If no action is taken within [30 days] from the notice, your data will be permanently deleted from our system, except for any data we are legally required to retain.

- **Backup Data:** Backup copies of data will be deleted securely and in accordance with the retention period stated above.

5. Data Anonymization

In some cases, rather than deleting data, we may anonymize it for analytical purposes. This means removing personally identifiable information so that the data can no longer be associated with any individual. Anonymized data may be retained indefinitely for business and operational purposes, such as market research and trend analysis.

6. Security of Retained Data

We implement technical and organizational measures to safeguard the personal data we retain, including:

- **Encryption:** Sensitive personal data is encrypted during storage and transmission to protect against unauthorized access.
- **Access Control:** Access to retained data is restricted to authorized personnel only, based on the principle of least privilege.
- **Regular Audits:** We conduct regular audits of our data retention practices to ensure compliance with this policy and data protection laws.
- **Secure Deletion:** When data is no longer needed, it is deleted securely using industry-standard practices to prevent unauthorized recovery.

7. Third-Party Data Sharing and Retention

We do not sell your personal data to third parties. However, in some cases, we may share your personal data with third-party service providers or partners for the purpose of operating the platform, processing payments, and offering services to you. These third parties are obligated to handle your data in accordance with this policy.

The data retention periods followed by third parties may vary. We ensure that all third parties with access to your data comply with applicable data protection laws and have adequate security measures in place.

8. Your Rights Regarding Data Retention

Under applicable data protection laws, you have the following rights regarding your personal data:

- **Right to Access:** You have the right to request a copy of the personal data we hold about you.

- **Right to Rectification:** You have the right to request correction of any inaccurate or incomplete data.
- **Right to Erasure:** You have the right to request deletion of your personal data, subject to legal or contractual obligations.
- **Right to Restriction of Processing:** You have the right to request a limitation on the processing of your personal data in certain circumstances.
- **Right to Data Portability:** You have the right to receive your personal data in a structured, commonly used, and machine-readable format.
- **Right to Object:** You have the right to object to the processing of your personal data for certain purposes, including direct marketing.

To exercise these rights, please contact us at [Support@evoqstudios.com]. We will respond to your request in accordance with applicable laws.

9. Changes to the Data Retention Policy

We may update this Data Retention Policy from time to time to reflect changes in our data practices or to comply with legal requirements. If we make any material changes, we will notify you by email or through a notice on the platform. Continued use of the platform after such changes constitutes your acceptance of the updated policy.

10. Contact Information

If you have any questions about this Data Retention Policy or would like to exercise your rights regarding your personal data, please contact us at:

Email: [Support@evoqstudios.com]

Address: [86-90 Paul Street, London, EC2A 4NE]