



# Information Asset Register

## Communications & Fundraising



Asset ID	Name of Asset	What does it do?	Location	Owner	Volume	Personal data	Legal basis	Access	Shared with	Format	Retention	Status	Key asset
	e.g. Payroll, Finance Ledger, Marketing database	e.g. Stores data required for the purposes of paying employees monthly salaries directly into their bank accounts	e.g. Shared network drive, SQL database  U:\HR\Section files\PRIVATE\Payroll	e.g. [Name] Head of Human Resources & Information Asset Owner	125 records	No; Yes; Yes (inc. Sensitive)	See comment for options	Restricted to [named individuals] or [all staff within Human Resources]	Details of any third parties the data is shared with.  E.g. DCC Payroll service	e.g. Emails, spreadsheets, database, PDF files	How long are the records retained for  e.g. 7 years	In use; Archived; Development; Destroyed	Yes; No  It is business critical?
	Mail Chimp Email Marketing System	Used for communicating with the Public about the work of the Authority	<a href="https://mailchimp.com">https://mailchimp.com</a>	Sam Hill (Head of Communications and Fundraising)	< 10,000	Yes	6. Consent	Password Protected (Comms Staff Only)	Data held outside EU (But signed up to Privacy Shield)	Hosted web-based system	No longer than 3 years (before renewing consent)	In use	Yes
	Photo Consent Paper Forms	Consent forms to use photographs, including children, on the Authority's website and in publications and marketing materials.	Forms and digital photographs stored on \\nas-comms\data\Image Library	Sam Hill (Head of Communications and Fundraising)	< 1,000	Yes	6. Consent	AD Security (Communications Security Group)	None	Word documents and digital images	4 Years + current year	In Use	Yes
	Moor Otters (2) Artists	List of artists who have submitted an otter design for Moor Otters 2	Harlequin CRM	Sam Hill (Head of Communications and Fundraising)	< 200	Yes	6. Consent	Harlequin Security (Password protected)	None	Database	No longer than 3 years following the end of the project	In Use	No