

## GDPR DATA SUBJECT ERASURE RESPONSE

Dear Ms. Tougas,

Please find below the required information following your Data Subject Erasure Request dated May 5, 2019.

GDPR Erasure Report Case Number: GDPR0651833

Recipient: Daisi Tougas

Unique Identifier: daisitougas@teleworm.us

Initial submission date: May 5, 2019

Report generation date: May 8, 2019

This report summarizes the deletion action on the information held by *Acme Inc.* about you as of the report generation date above. It is based on the information you have provided in the GDPR request form.

For more information or questions visit the [ACME GDPR FAQs](#) or Email [privacy@acme.com](mailto:privacy@acme.com).

Best Regards,

Charles Coriolan  
ACME DPO

### Deletion of Customer Information:

Function/ Recipient	3 <sup>rd</sup> Party	PI Deleted	Sensitive PII Deleted	Purpose of Sharing/Processing	Additional Information
<b>Loyalty Program</b>	Capgemini	First Name Last Name Address Email Phone Company	Date of Birth National ID Credit Card Number Mother's Maiden Name	Data from loyalty sign up is stored in database and sent out based on action/status change. Consumer uses QR code to activate Loyalty profile and purchase	Requested by data subject in the GDPR Right to Erasure Request submitted on May 5, 2019.
	Merkle	First Name Last Name Address Email Phone	-	Consumer signs up to receive coupons and earn points. Data is sent to customer/supplier for reward fulfillment and receipt processing	Requested by data subject in the GDPR Right to Erasure Request submitted on May 5, 2019.
<b>Customer Analytics</b>	Capgemini	N/A Data cannot be deleted at this time	N/A Data cannot be deleted at this time	Team conducts consumer analytics. Provides consumer service history data for analysis. Marketing analytics results are sent to retail stores for marketing improvements	Per GDPR Art. 17 (3) (b) and Art.17 (3) (e) this information is exempt from Company's obligation to erase personal data. For more information refer to the <a href="#">GDPR Regulation</a> .
	Harte Hanks	First Name Last Name Address Email Occupation	Date of Birth Gender Ethnicity Marital Status	Survey sent to consumers to understand experience	Requested by data subject in the GDPR Right to Erasure Request submitted on May 5, 2019.
	Merkle	First Name Last Name Address Phone Email	-	Provides consumer service data for reward fulfillment	Requested by data subject in the GDPR Right to Erasure Request submitted on May 5, 2019.

Function/ Recipient	3 <sup>rd</sup> Party	PI Deleted	Sensitive PII Deleted	Purpose of Sharing/Processing	Additional Information
<b>Marketing</b>	Capgemini	N/A Data cannot be deleted at this time	N/A Data cannot be deleted at this time	Commerce & Store - Consumers purchase product online or in store and order details are sent to customer/supplier	Per GDPR Art. 17 (3) (b) and Art.17 (3) (e) this information is exempt from Company's obligation to erase personal data. For more information refer to the <a href="#">GDPR Regulation</a> .
	Global Response	N/A Data cannot be deleted at this time	N/A Data cannot be deleted at this time	Prize Fulfillment - Winners are contacted and additional information collected to deliver prize or make arrangements related to winnings (e.g. travel)	Per GDPR Art. 17 (3) (b) and Art.17 (3) (e) this information is exempt from Company's obligation to erase personal data. For more information refer to the <a href="#">GDPR Regulation</a> .
	LiveRamp	First Name Last Name Address Email Occupation	Date of Birth Gender Ethnicity Marital Status	Commerce & Store - Consumers purchase product online or in store and order details are sent to understand customer preferences	Requested by data subject in the GDPR Right to Erasure Request submitted on May 5, 2019.
	Hatteras Press	First Name Last Name Address	-	Promotional Entry - Members of the public can submit their information for consideration in a drawing or contest	Requested by data subject in the GDPR Right to Erasure Request submitted on May 5, 2019.
	MailChimp	First Name Last Name Email	-	Promotional Entry - Members of the public can submit their information for consideration in a drawing or contest	Requested by data subject in the GDPR Right to Erasure Request submitted on May 5, 2019.

Function/ Recipient	3rd Party	PI Deleted	Sensitive PII Deleted	Purpose of Sharing/Processing	Additional Information
<b>Customer Service</b>	None	N/A Data cannot be deleted at this time	N/A Data cannot be deleted at this time	-	Per GDPR Art. 17 (3) (b) and Art.17 (3) (e) this information is exempt from Company's obligation to erase personal data. For more information refer to the <a href="#">GDPR Regulation</a> .
<b>Order Fulfillment</b>	None	N/A Data cannot be deleted at this time	N/A Data cannot be deleted at this time	-	Per GDPR Art. 17 (3) (b) and Art.17 (3) (e) this information is exempt from Company's obligation to erase personal data. For more information refer to the <a href="#">GDPR Regulation</a> .