

## **Q23: Data Minimization – Data Deletion and Retention Policy**

Our organization has a defined and enforced Data Deletion and Retention Policy that is fully aligned with applicable data privacy laws (e.g., GDPR, CCPA). The policy ensures that consumer and business data is only retained for the duration required to meet business, contractual, or regulatory obligations. Once retention requirements expire, data is securely deleted or anonymized using industry best practices. Key elements of the policy include: - Defined retention schedules for all categories of data. - Automated enforcement of data deletion where possible. - Secure deletion and sanitization procedures to prevent recovery of retired data. - Regular review and updates to ensure compliance with evolving legal requirements. - Employee training to ensure awareness and adherence to data retention rules. - Periodic internal audits to verify compliance with the policy. This documentation demonstrates our organization's proactive measures to minimize data collection, limit retention to what is strictly necessary, and protect consumer privacy in compliance with all relevant regulations.