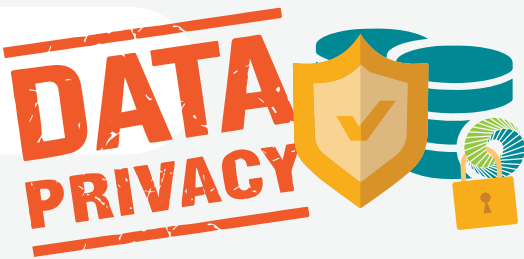


# 7 Key Data Privacy Principles

These principles are at the core of everything we do in conducting high quality health research to facilitate the improvement of health by working closely with hospitals, primary/community care centres, universities and commercial partners.



## 1 Lawfulness, Fairness and Transparency

Personal data shall be processed lawfully, fairly and in a transparent manner in relation to the data subject

## 2 Purpose Limitation

Personal data shall be collected for specified explicit and legitimate purposes and not further processed in a manner that is incompatible with those purposes

## 3 Data Minimization

Personal data collected shall be adequate, relevant and limited to what is necessary in relation to the purposes for which they are processed

## 4 Accuracy

Personal data shall be accurate and, where necessary kept up to date

## 5 Storage Limitation

Personal data shall be kept in a form which permits identification of data subjects for no longer than is necessary for the purpose for which the personal data are processed

## 6 Integrity and Confidentiality

Personal data shall be processed in a manner that ensures appropriate security of the personal data, including protection against unauthorized or unlawful processing and against accidental loss, destruction or damage, using appropriate technical or organizational measures

## 7 Accountability

Genuity Science shall be responsible for, and be able to demonstrate compliance with GDPR