



TRACR DATASAFE

KEEP YOUR PATRONS' DETAILS SAFE AND SECURE

BACKGROUND

RECENT EVENTS

- IN RESPONSE TO COVID-19 GOVERNMENT ADVICE NOW ASKS ALL OWNERS/MANAGERS OF VENUES TO COLLECT PATRON DETAILS ON EACH AND EVERY VISIT
- ALTHOUGH THIS IS STILL VOLUNTARY IN ENGLAND IT IS NOW COMPULSORY IN SCOTLAND AND ENGLISH LAW MAY YET CHANGE TO BECOME ALIGNED WITH THAT OF SCOTLAND
- IT IS SUFFICIENT TO COLLECT ONE LEAD NAME AND A MOBILE/LANDLINE NUMBER OR EMAIL ADDRESS
- VENUES INCLUDE PUBS, CAFES, TEA ROOMS, GALLERIES, MUSEUMS – WHEREVER CUSTOMERS SIT TO CONSUME FOOD AND DRINK OR SPEND TIME VIEWING

DATA COLLECTION AND STORAGE PROBLEMS

DATA PROTECTION LAWS PROTECT PATRON
PRIVACY

- THE LAW NOW PLACES A BURDEN ON OWNERS AND MANAGERS TO COLLECT CUSTOMER DETAILS
- TAKES UP STAFF TIME TO COLLECT AND PROCESS
- COLLECTING DETAILS ON PAPER BREACHES EXISTING LAWS ABOUT DATA PROTECTION
- PAPER IS PRONE TO LOSS, THEFT, DAMAGE

DATA STORAGE ON A LOCAL PC

ASSESSING THE RISKS

- STORING DATA IN A SPREADSHEET MIGHT APPEAR TO BE BETTER THAN PAPER BUT
- SOMEONE HAS TO ENTER THE DETAILS
- RISK OF TYPOS
- RISK OF OVERWRITING DETAILS
- RISK OF COMPUTER THEFT, DAMAGE
- IS ACCESS TO THE COMPUTER COMPLIANT WITH DATA PROTECTION LAWS ?

DATA PROTECTION

- STRICT LAWS ALREADY IN PLACE WHICH MEAN DATA CONTROLLERS (OWNERS OF VENUES OR THE MANAGEMENT) MUST SAFEGUARD PATRON PRIVACY
- AN OPEN GUEST BOOK OR A FORM LYING ON THE COUNTER/BAR IS IN BREACH OF DATA REGULATIONS

THE TRACR SOLUTION

- TRACR DATASAFE IS A WAY OF COLLECTING PATRON DETAILS EASILY, AFFORDABLY AND LAWFULLY
- PATRON DETAILS ARE STORED OFF THE VENUE PREMISES ON A SECURE SERVER (COMPUTER)
- ROBUST, SECURE AND SAFE AND DATA PROTECTION COMPLIANT

THE PROCESS

SIMPLE TO USE FOR PATRONS AND VISITORS

- REGISTER THE VENUE WITH TRACR DATASAFE
- EACH VENUE IS ASSIGNED A UNIQUE ID
- SIGNAGE DISPATCHED THE SAME WORKING DAY
- ON ENTERING THE PREMISES THE PATRON SENDS A SMS TO OUR SERVICE QUOTING THE UNIQUE VENUE ID
- THAT'S IT! NO APPS, NO DOWNLOADS, NO INSTALLS, JUST ONE SMS

TRACR SERVICE

- OUR SYSTEM COLLECTS THE SMS MESSAGES AND STORES THEM SECURELY FOR 21 DAYS (*This is the period defined by the NHS)
- DURING THOSE 21 DAYS THE NHS TEST AND TRACE TEAM MAY CONTACT VENUE OWNERS WHERE A CUSTOMER HAS BEEN IDENTIFIED AS COVID-19 POSITIVE
- THE NHS TEAM WILL ENQUIRE OF THE VENUE OWNER/MANAGER ABOUT PATRON DETAILS FOR A PARTICULAR DATE AND TIME WINDOW

NHS TEST AND TRACE

CONNECTING THE DOTS

- VENUE OWNER/MANAGER SENDS SMS REQUEST TO THE TRACR SYSTEM
- OUR SERVICE DELIVERS THAT DATA TO THE UNIQUE VENUE BY EMAIL OR SMS WITHIN SECONDS
- THAT DATA CAN THEN BE PASSED ON TO THE NHS TEST AND TRACE TEAM AS INSTRUCTED
- AFTER 21 DAYS THE DATA IS DELETED FOREVER

TRACR FEATURES

AFFORDABLE, ROBUST AND SECURE

- SIGNAGE GIVES PATRONS EASY TO UNDERSTAND INSTRUCTIONS TO USE THE TRACR SERVICE
- DAILY SMS SUMMARISING PATRON NUMBERS
- ALMOST ZERO INPUT FROM STAFF
- VISITORS (E.G. MAINTENANCE, CLEANERS) CAN ALSO USE SAME SMS SERVICE
- ROBUST, SECURE AND SAFE STORAGE OF PATRON DATA OFF THE PREMISES
- TRACR IS FULLY INSURED FOR DATA PROTECTION

BENEFITS

SAVE TIME AND MONEY

- NO SIGN UP FEE
- AFFORDABLE MONTHLY SUBSCRIPTION
- ALMOST ZERO STAFF INVOLVEMENT
SAVING TIME AND MONEY
- AS SIMPLE FOR PATRONS TO USE AS
POSSIBLE
- DEVOLVES RESPONSIBILITY FOR SAFE
STORAGE AND HANDLING OF PATRON
DATA TO TRACR
- FULLY DATA PROTECTION COMPLIANT

GETTING STARTED

- OWNERS OF VENUES PURCHASE THE SUBSCRIPTION ONLINE AT WWW.TRACR.ORG
- £45 PER MONTH
- ONLINE PAYMENT
- ON RECEIPT OF PAYMENT EMAIL INSTANTLY GENERATED ASKING THE VENUE OWNER/MANAGER TO REGISTER ON OUR SYSTEM
- SIGNAGE DISPATCHED WITHIN 48 HRS

CONTACTS

- STEVE BLAKE ON EMAIL AT ADMIN@TRACR.ORG
- DEDICATED MOBILE - 07874 876053
- REGISTERED OFFICE - THE COACH HOUSE,
NEW WATERS, WORTHAM,
SUFFOLK, IP22 1QH
- BUSINESS ENTITY IS TRACR DATASAFE