

## Sharing Personal Information With Third Party Suppliers or Agents



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Sometimes sharing customers' personal information is just a regular part of doing business, like when a store passes on a customer's address to a courier to deliver a product. Other times, retailers may decide to share that information – with the customer's consent – with partners or marketers.

It's important to remember that your responsibility doesn't end when the information leaves your hands. Whenever you share personal information with a third party, it's up to you to make sure that it's going to be protected.

You'll have to review the privacy practices of these firms to make sure they meet the same standards that you apply to your business. You should also talk to your lawyer about adding special clauses to any contracts in which you agree to share personal information with a third party. These clauses should:

- require the third party to protect your customer information
- where appropriate or necessary, give you the power to audit the third party to make sure they're complying with fair information practices
- make sure the third party only uses the information for the purposes set out in the contract
- require the third party to pass on to you any requests from customers to see their customer records
- require the third party to destroy the information once the contract is completed