

Data Retention Policy

Effective Date: June 2026 · Version 1.0

This policy defines the categories of data VouchVid collects, the period for which each category is retained, and the deletion procedures applied at the end of each retention period. VouchVid retains only what is necessary, for only as long as necessary.

1. Retention Schedule

Data Category	Retention Period	Deletion Method
Customer video recordings	24 months from date of capture	Permanent deletion from Cloudinary; Firestore record purged
Customer name & contact details	24 months from date of submission	Firestore document deletion; CRM sync records removed
Consent acknowledgment records	36 months (legal audit trail)	Secure archive deletion after audit period
Kiosk session logs	90 days	Automated log rotation
Analytics & aggregate data	Indefinite (anonymised)	No personal identifiers retained in aggregate data
Account holder (dealership staff) data	Active account + 12 months post-termination	Deleted on request or after grace period
Privacy policy email requests	30 days	Purged from email delivery queue after 30 days

2. Early Deletion Requests

Customers or dealership administrators may request early deletion at any time by contacting privacy@vouchvid.com. Verified requests are processed within 30 days with written confirmation.

3. Deletion Procedure

- Video files are deleted via the Cloudinary API, removing both the original and all derived transformations
- Firestore documents are hard-deleted (not soft-deleted or archived) unless a legal hold is active
- Backups containing personal data are rotated and overwritten within 30 days of the primary record deletion

4. Legal Holds

Where VouchVid is served with a lawful order requiring retention of specific data beyond the standard schedule, the affected records will be placed under a legal hold and the relevant dealership notified.

5. Account Termination

Upon termination of a dealership account, all associated customer video records, personal data, and kiosk configurations are deleted within 60 days of account closure.

6. Contact

For data deletion requests or questions about this policy: privacy@vouchvid.com