

Retention period schedule – Customer data

Updated: 17.1.2024

PERSONAL DATA RETENTION PERIOD SCHEDULE

Mentioned periods are maximum periods until otherwise stated. **Data might be deleted earlier.** Note that this list is a summary of the most common retention periods. There may be country specific variations and details which are not covered here. These rules consider the relevant statutory obligations for data retention, such as bookkeeping and electricity market related regulations. Rules are typically counted from the end of the year in which the event took place. Data that is pseudonymized and aggregated may be kept longer than these retention periods for reporting and analytics purposes.

1. Retention period schedule – Consumer customers

Basic CRM data (name, contact details, contact history, invoices, consumption data, transaction details, contract details)	10 years from the end of the customer relationship
Data needed for general defence of legal rights, e.g. log data	According to national statutes of limitation; typically, 10 years from collection. NB: in case of an ongoing claim, data will be retained until no longer needed.
Recorded phone calls	3 years from collection
Digital account and login details	3 years from last login
IT service management data and other temporary data e.g. responses to surveys, participation in campaigns	2 years from collection
Marketing preferences and contact details for marketing, basic details used for customer segmentation	Contact details may be used for marketing until customer opts out and deleted unless needed for other purposes. Marketing preferences, e.g. opt outs are kept for 10 years from end of the customer relationship or 10 years from the collection date for non-customers or leads.
Cookie data and other data collected with similar technologies	Please see further details on our cookie settings, which you can open from the Cookie and online data policy.

Author

Date

2. Retention period schedule – Business customers

Basic CRM data (name, contact details, invoices, consumption data containing personal details (e.g. individual inhabitants in housing cooperatives))	10 years from the end of your organization's / corporate customer's customer relationship
Data needed for general defence of legal rights, e.g. transaction details, log data, project documentation	According to national statutes of limitation; typically, 10 years from collection. Call recordings are typically deleted earlier, after 3-5 years.
IT service management data, other temporary data e.g. responses to surveys, participation in campaigns	2 years from collection
Marketing preferences and contact details for marketing	Contact details may be used for marketing until customer opts out and deleted unless needed for other purposes. Marketing preferences, e.g. opt outs are kept for 10 years from end of the customer relationship or 10 years from the collection date for non-customers or leads.
Cookie data	Please see further details on our cookie settings, which you can open from the Cookie and online data policy.
Names in company documents, e.g. contracts, official correspondence	As long as company operates