Backup policy

Ortto's backup policy describes how often customer data is backed up. All customer data is backed up such that it can be restored on request from customers. However, it is subject to a strict 29-day retention policy after which it is securely deleted.

Timing - Customer data

Customer data is backed up once per day. Customer data includes everything in the "CDP" which is customer personally identifiable information and activities, and associated meta data such as tags. The data is backed up daily and retained as follows:

- 3 backups from the last 3 days
- 2 backups from the last 2 weeks

This is done so if a customer accidentally deletes data we are able to restore it for them, and also for disaster recovery scenarios where we will be able to restore all customer data at a maximum age of 1 day.

All backups are removed at a maximum of 29 days old, this is to comply with the GDPR which will not allow data to be stored for someone who requested it to be removed for longer than 30 days. A hard 29 day policy on backup retention ensures this can always be complied with, without the need to modify backups.

Timing - Meta data

All data other than customer data is considered to be "meta data" and this includes journeys, campaigns, settings, data source connection information and everything else you see in your account. This data is backed up as follows:

- Every 6 hours and retained for 2 days
- Daily and retained for 7 days
- Weekly and retained for 4 weeks
- Monthly and retained for 1 year

Note that this data can be retained longer than 29 days since it does not include personally identifiable customer data.

Employee backup policy

Employees are not permitted to keep their own backups of our customer's data, nor access customer backups without the express purpose of restoring data to a customer's account at their request.

Employees who violate this policy may face disciplinary consequences in proportion to their violation.

Requirement for backup and restoration of PII

Ortto Inc. shall ensure that Personal Identifiable Information (PII) is backed up in accordance with industry best practices. All PII must be backed up daily and stored securely in an offsite or cloud-based storage system. The backup shall include all PII data elements and associated metadata. The backup must be stored for a minimum of 12 months in order to ensure the ability to restore and recover PII in the event of a system failure or data loss.

Responsibility

The CTO of Ortto is responsible for ensuring that this policy is followed.

Last updated: 10th February 2023