

WEA Records Retention ScheduleACCOUNT MANAGEMENT, SALES and MARKETING SERVICES

Abbreviations; CY=Current Year; E=Electronic; P=Paper					
Group + Code	Records Series Name	Description	Retention Period	Legal Reference	Media
Account Management and Sales					
SAL-01	Advertising Authorizations - Copies	Explanation of customers' agreement to conduct advertising on certain WMG artists, products, etc., used to track advertising claims and payment by Credit department.	CY+2 years		E
SAL-02	Field Operations - Account Files	Correspondence and other documentation that explains the interaction with an account and tracks requests or problems with sales or other marketing or promotion related issues.	CY+3 years		E
SAL-03	Sales Orders	Documentation of orders placed, shipped and invoiced to a customer, on the B2B website (The Shop) and tracked in the ESS system. Data is then archived to the Sales Data Warehouse.	CY+10 years		E
Marketing, Account & Label Services					
MKT-011	Marketing Plans	Documentation that explains and supports the creation and rollout of any advertising campaign or other marketing plan of action for the launch of a new release, tour or other artist related activity or product. Includes requests and directions from the labels, deal codes, advertising timelines, ad layouts, etc.	CY+5 years		E