

# Fifth Data Protection Principle - Storage limitation

Storage limitation means that once personal data is no longer needed, it should be destroyed.

## Example

If you no longer wish to use a digital service you signed up for, be it an email provider, a social network, or an online video calling application, you can ask to have your account and all associated personal data deleted, in so far as there are no obligations on the service provider to keep some of the information, for example for accounting purposes.

If you're interested in learning more about this topic, visit our [guidance for organizations](#).