

BUSINESS TIP OF THE MONTH

GDPR

the basics

WHAT DOES IT MEAN?

General Data Protection Regulation (GDPR) is a **regulation in EU law**, which was approved in 2014.

This regulation is about **the protection of personal data and privacy**. It gives people control over their personal data. Businesses - big and small - need to follow a few rules in order to comply with this regulation.

In this business tip of the month, we will teach you everything that you need to know about GDPR and how your business should adapt to this regulation.



CHECKLIST!

Use this checklist to see if your business is aligned with the general data protection regulation.

- Your company must have a list of all **types of personal information** (could be; name, address, age, etc.) it holds, like the source of that information, but also who you share it with, how long you keep, and what you do with it.
- Next, you must have a **list of the places** where it stores personal information and the way data flows between them. This could be the name of an online database or offline data storage on paper.
- You'll also need an **accessible privacy policy** on your website, where you outline all the processes related to personal data, such as the types of personal data your business holds and where it holds it.
- Within the privacy policy, you must include a **lawful basis** why your company needs to **process personal information**.

These rules only apply to **promotional marketing** and not for customer marketing. For emailing clients about purchases are other rules applicable.

WHAT ELSE?



OBTAINING CONSENT

Your mailing list needs to **only include people that consented to receive promotional emails from you**, which you have proof of.

If someone is in your mailing list because of a prechecked box or because you purchased their data, you will need to gain their consent by asking them.

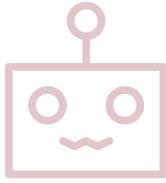


COLLECTING NEW PERMISSIONS

You need to explicitly ask prospects to give permission for you to send promotional emails. **Your wording is important and needs to be very clear.**

Don't forget to **link your privacy policy** which explains the reasons why you want prospects to give you their data.





AUTOMATION

This is about how much of the data processing is automated and how much is processed by humans.

It is not acceptable under the GDPR legislation that **the automated segments affect how you contact those clients.** Be aware of this and ensure that human consideration is factored in.



HANDLING OPT-OUTS AND UNSUBSCRIBERS

You need to explicitly ask prospects to give permission for you to send promotional emails. **Your wording is important and needs to be very clear.**

Don't forget **to link your privacy policy** which explains the reasons why you want prospects to give you their data.



CONCLUSION

Only send emails to prospects that explicitly gave permission for you to contact them

Avoid using automated decision-making processes based on personal data

Subscribers should have the opportunity to easily opt-out of your mailing list

Remember that by following these rules you will communicate with people that have wilfully opted-in.

They want to open and take action on your emails. This is way more rewarding than having a big email list with people who don't open your emails.