

GDPR Practical Start

where can you begin rolling out?



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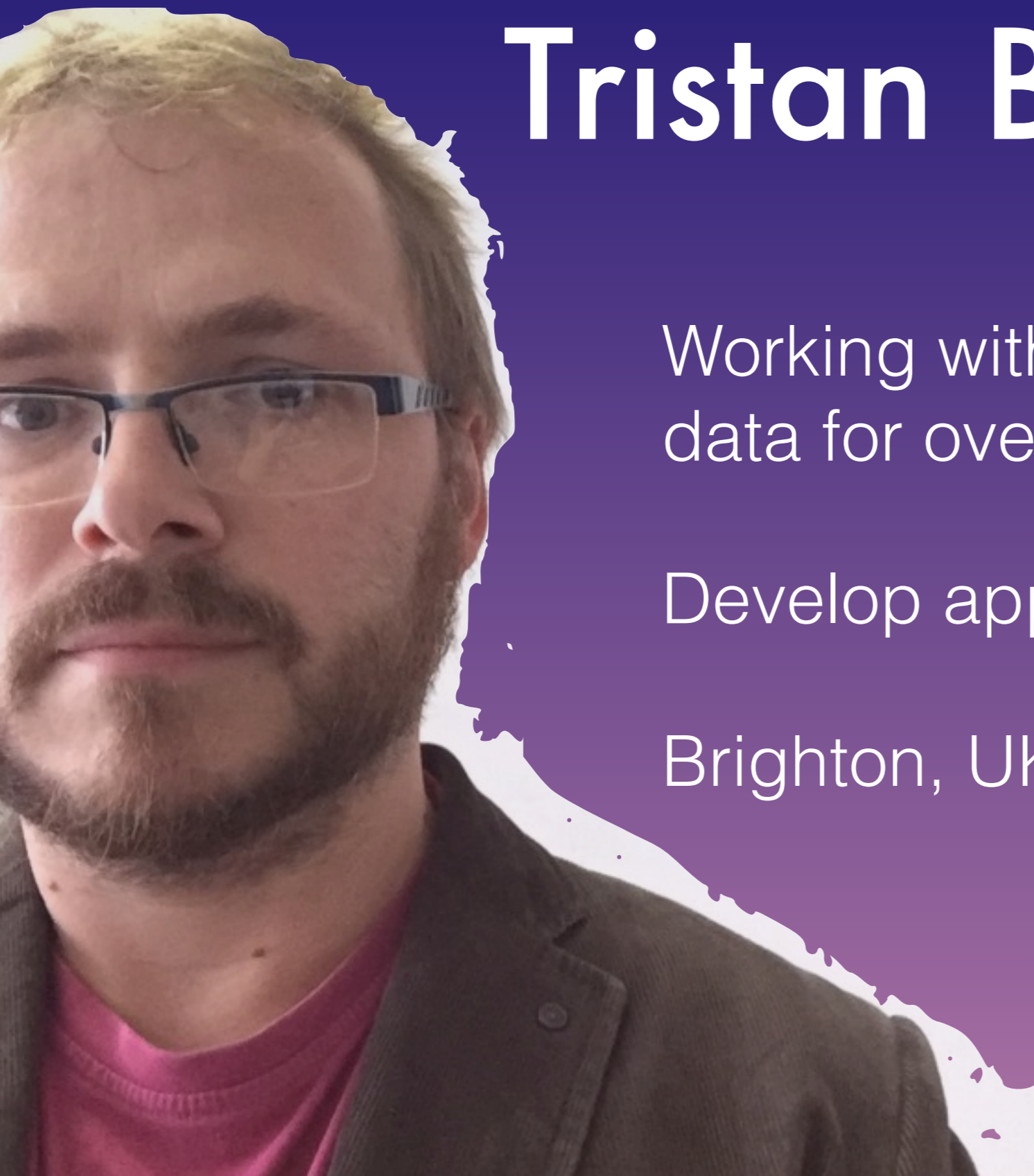
where can you begin rolling out?

Tristan Bailey

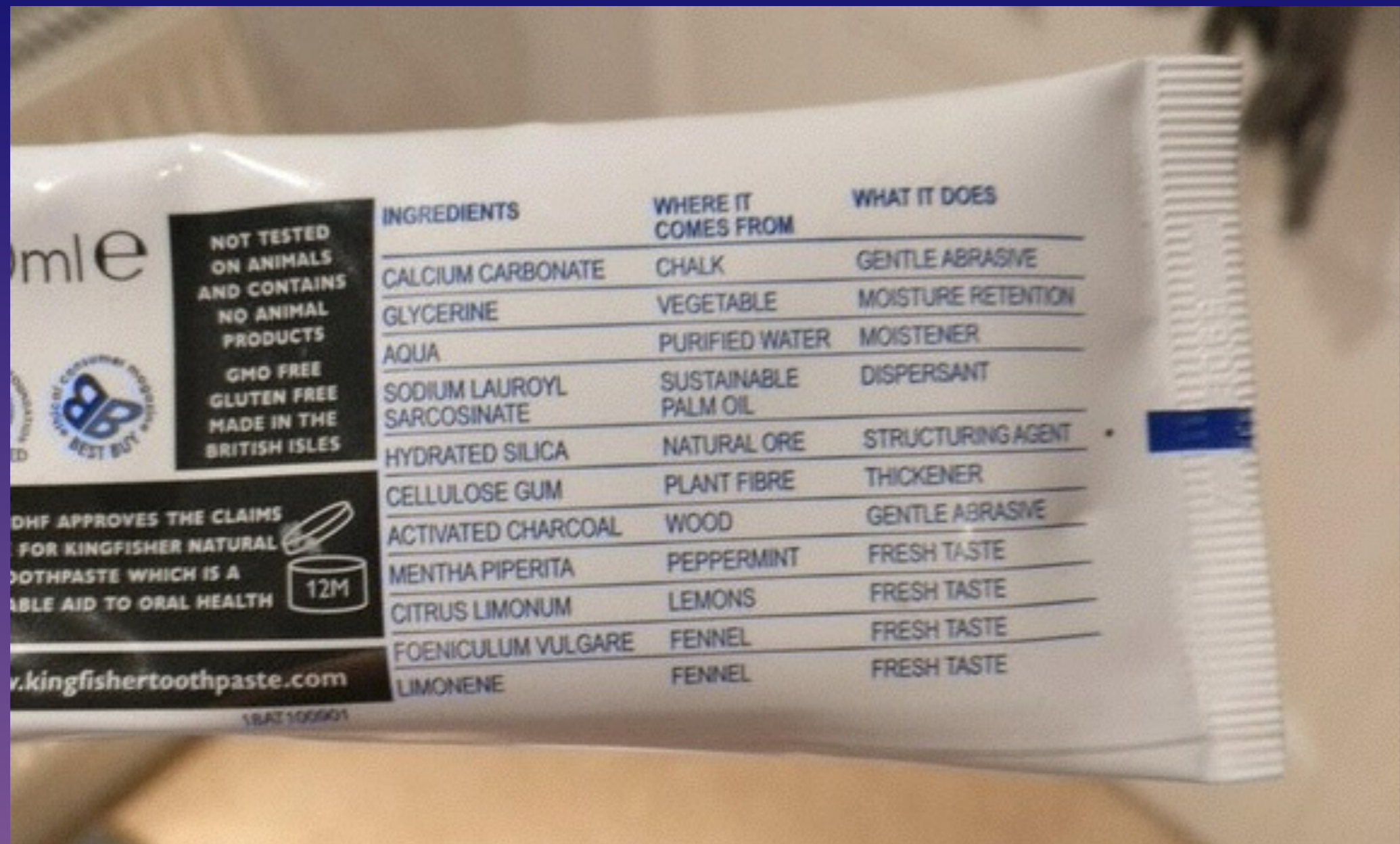
Working with marketing and sales data for over 15 years

Develop applications

Brighton, UK



What is it?



Clear what's inside

Visitor Opt-In

Each form should be screen grabbed and filed

Log the location and time of opt-in

Use email double opt-in

Visitor Opt-In Controls

Clear, natural language

Granular

Opt-Out by default

Group same intent

Cookie and Services

Audit your current cookies and 3rd party services

Cookie and Services

Be able to disable services based on Opt-In

Re-engagement

For non-active email

No record of opt-in

Warm a subscriber action



The image shows a screenshot of an email re-engagement form for Manchester United. At the top, there are three digital avatars of players in red Manchester United kits, the club crest, and a checkmark icon. Below this is the text 'STAYUNITED'. The main body of the email contains the following text:

The law is changing, to continue to receive emails from Manchester United you MUST complete this form.
 Enter your details before 28th February for the chance to win a £250 Megastore voucher.

The form includes a 'Title' dropdown menu with the text 'Please Select' and a 'Name*' field split into 'First Name' and 'Last Name'.

At the bottom, there is a photograph of a Manchester United store interior with mannequins wearing kits. To the right of the photo, the text reads: 'Opt-in (or out) by 28th February 2018 and you could win a £250 Megastore voucher'.

Separate Personal Data

Storage should be encrypted at rest

Data should be secure in transit

Extract personal data to separate and control

Consider Single Sign on system

Export requests

Develop a process to:

- Receive customer requests

- Process personal data to machine format (csv)

Start with just a form and a process, add automation later.

Can not charge for access

Removal requests (forgotten)

Develop a process to:

- Receive customer requests

- Remove personal data

- Unsubscribe from own automations

- Unsubscribe from 3rd party email and systems

Keep business record, by anonymising emails

Can not charge for the process

On-going process so bake in Privacy by Design

Thank you

Any questions?

Find more here:

<https://holdingbay.co.uk/gdpr/>
<https://twitter.com/theholdingbay>