



@101WebDev



Holly Stibbon



**Websites, Apps &
Email Marketing**

101Ltd.com



Websites, Apps & Email Marketing



SmartMessenger

A Practical Marketing Approach to GDPR

- Great News!
- Focus on email marketing
- What you need to do
- How to get consent
- Documentation



What is PII?

- Personally Identifiable Information
- Name, email
- IP address
- Everything!



Planning is everything

- What do you need to do?
- How will you use it?
- What specific data do you need?
- Separate lists, rules and management



Basis for processing

- Consent
- Legitimate interest
- Contractual obligation



Contractual obligation

- Is it essential to the service?
- Make it clear
- No requirement for consent
- Opt out – optional?



Platinum Sponsors



Gold Sponsors



Sign In

[Reset password](#)

Remember me

Login 

Register for Free

Join Blightwatch 

Blightwatch

Accurate Data Updated Daily

The Met Office has a renowned and worldwide reputation for the accuracy of its weather data which Blightwatch has used for over 12 years.

Blightwatch uses daily updated data from thousands of forecast points across the UK to generate Hutton Criteria forecasts for the coming 24 and 48 hour periods.



Consent

- Unambiguous
- Fully informed
- No assumptions
- Privacy notice



Subscribe for regular updates

Our free newsletter service will keep you informed about all of our products and services. The newsletter covers web and application development together with our email marketing services.

Please provide your name and email address then complete a simple sum to prove you're not a robot. Just type directly into the boxes provided.

Also, please choose one of the subscription options provided.

You can unsubscribe from this list at any time by following the link in any emails we send you.

- Yes! - Please send me Updates.**
 No updates, thank you.

Please answer the simple question above to prove you're a real person.

Privacy Notice

By subscribing to our email marketing list(s) you agree to receive emails about the latest news and information about our products and services including any special offers or promotions.

You can unsubscribe from these at any time simply by following the unsubscribe link in any of the email newsletters that we send you.

Your information will never be shared with any organisation outside of 101Smart Ltd.

For our contact details and other important privacy information please read our full [privacy statement](#).

REGISTER FOR UPDATES

First Name:

Last Name:

Email:

By subscribing to our auction newsletters, you agree to receive emails from us about the latest vehicles arriving for auction. You can unsubscribe from these at any time. Your information is never shared with any organisation outside of ACA. Contact details and other information can be found in our full [privacy statement](#).

Choose which auction (or both) you would like updates for by ticking the boxes below:

- Modern auction mailing list
- Classic auction mailing list

Question: What is 2 + 2?

SUBMIT

Consent is good!

- Fewer contacts
- Better quality
- More targeted



Recording consent

- How consent was provided
- When consent was provided
- What the consent was for
- Version of your privacy policy



Can I use my current list?

- Depends on your basis for processing
- Consent – One off email
 - If no action is taken you must assume an opt out
- Consent – A part of all of your emails
 - Multiple opportunities
 - Must suppress if no action is taken before 25th May
- Unsubscribes
 - Remove, add to suppression list & no further contact



Can we stay in touch?

In preparation for the GDPR changes in May we are in the process of updating all of our contact information.

We would like to stay in touch and so we would like you to **update your preferences**.

Update Your Preferences



What about other forms?

- Non-marketing
- Only collect what you need
- Fully inform
- Privacy notice



MODERN VEHICLE ENTRY REQUEST

Name:

Email:

Phone:

We will use the information you supply only to communicate with you about including the vehicle described below in an auction. We will not use these details to send you marketing material nor shall we share them with any organisation outside ACA. If your vehicle appears in an auction your details will be retained as part of our accounts system. Contact details and other information can be found in our full [privacy statement](#).

About my vehicle

Vehicle Make:

Vehicle Model:

Year:

Mileage:

Registration:

Registration Number Unknown:

Further Details:

Opt out

- On every marketing email
- Clear and easy to find
- As easy as opting in



Documentation

- Privacy Policy, Statement & Notices
- Data Processing Record (DPR)
- Privacy Impact Assessment (PIA)
- Retention Schedule



Privacy

- Privacy Policy
 - Covers the whole organisation
- Privacy Statement
 - Interface with the world
- Privacy Notice
 - At point of collection



Data Processing Record (DPR)

- One per list / dataset
- PII data subjects / data held
- Controllers & processors
- Data source
- Legal basis for processing



Privacy Impact Assessment (PIA)

- Not everyone needs this
 - Process a lot
 - Process sensitive
- A record of risks (impact x likelihood)
- Mitigation (to reduce risk)
- One per list / dataset



Retention Schedule

- Collates all lists / datasets
- Retention period
 - Some records have a natural timescale
 - Email lists; keep whilst there is a relationship
 - Bounce or unsubscribe
 - Interaction - slightly complex to manage
 - Set period - very complex to manage
- Archive or delete?



Into the Breach

- Available – Accurate - Secure
- Not just a hack
 - Downtime
 - Corruption of data
 - Lost laptop / USB stick
- Report to ICO within 72 hours
- Notify data subjects, if serious
- Serious implications if you do not report



Right to erasure

- Must keep a suppression list
 - Minimal detail
 - But enough
- Must respect these wishes
- Big companies have been fined (lots)
 - Honda & Flybe
 - Worse under GDPR



Controllers & Processors

- Owners and suppliers
- Ask & document
 - GDPR Compliance
 - Contract (data sharing agreements)
- Countries
 - Preferably in the UK
 - Or EEA / approved country (not the USA)
 - Privacy Shield



Final Thoughts

- Plan your approach
- Update website forms & privacy
- Create consent campaigns
- Do your documentation
- Ensure your suppliers are compliant





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