



GDPR

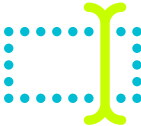
General Data Protection Regulations
A summary of what it means for you

General Data Protection Regulations (GDPR) come into force 25th May 2018

The law is changing for all businesses on things you can and can't do with marketing and data collection - so here's some advice on email, postal (direct) and telephone marketing.

Some things you might do today will no longer be allowed in future.

The new regulations are complex and extensive and go well beyond what we can summarise here. However, we can offer practical advice on things to help you start to comply and provide peace of mind that some of our systems already help you meet your obligations.





Collecting data on your website

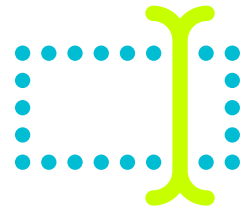
Tracking tools like Google analytics collect vital data for Proportion Marketing and our web clients. People have the right to know what personal information you're storing about them. And what you might do with that data. The law applies to data, which could be traced back to an individual.

That even includes things like their computer's IP address. If your site doesn't have a Privacy Policy, it needs one to comply. It needs to tell people what you're going to do with data collected.



Good news – we provide a **Dynamic Privacy Policy** service to web clients that auto updates when privacy laws are changed. This is something we have encouraged for some time now and many of our web clients already have a dynamic privacy policy installed on their site.

This service will ensure you meet this obligation within GDPR. We are offering this service to all web clients from January 2018 bundled into our hosting, maintenance and support service. Existing users will get an auto renewal with their web hosting proposal and we will be flagging this to clients not currently covered.



Webforms – being explicit for people opting in

To enable you to use the data you collect, you need to record when people gave you permission. And you need to log exactly what they were shown when they opted in.



Good news – all of our sites that collect data store the information in a database that you can download and it date stamps when the form was submitted. As part of our hosting and support service we will be enhancing webforms by adding a tick box that users must tick (you can't have a pre ticked box) to opt in to receiving communications.

This will also extend to registration forms or check out pages - we will add tick boxes if required. If you have pre-ticked boxes, we will reconfigure the page. We will also have a record of exactly what users were shown when they opted in.



Communicating to existing customers

The existing Privacy and Electronic Communications Regulations (PECR) legislation says, if you got someone's email address when they bought something, or negotiated to buy from you, then it's OK to send marketing about the same kind of thing they were interested in. A replacement to this is being debated in parliament and if there are going to be any changes we'll warn you well in advance.



Good news - this is on our regulations radar and we'll keep you informed as and when changes are expected.



Making it easy to opt out

People have the right to tell you to stop marketing to them and you must make it easy for them to opt-out of receiving future marketing. If you're sending out marketing emails, tell people how to unsubscribe. That could be saying 'reply with "unsubscribe" in the subject'. Or make it easier, with a link to click so they can opt out.



Good news –if you use our broadcast email services this facility is already built in (and has been for many years) and if people do opt out, the database is auto cleaned so you don't mail them again. On printed mailers, you will need to tell people what to do to stop receiving mailers. This can be a telephone number, an address to email or a link to visit.



Good news –if you want a link to an opt out form, PML's website can store the information in a database. Keeping a 'do not contact' list is critical to meeting your obligations. Once someone has opted out, it's important you stop sending information or you may face stiff fines from the regulator - the ICO.



Making telephone calls

You may already be aware of the Telephone Preference Service, also known as TPS. It's been around for years and you register to stop getting sales calls. If you make a sales call to someone who's on the TPS list, you're breaking the law.

The Information Commissioners Office (ICO) now regulates this area and they have promised to be much stricter. PECCR says you don't need explicit consent to make a prospecting sales call - also known as a cold call. But, you do need to check the TPS list before you make a prospecting call a household. There's a corporate (business) version too called the CTPS and before you make any prospecting calls you can check if a number is on the register at <http://www.tpsonline.org.uk>



Making your website secure

If you store any personal data on your website, in future you must have an SSL certificate. This encrypts transmission of the data between the user and the web server.

You can see a site is secure by the little padlock symbol you see in your browser bar and the URL starts with <https://>



In October 2017, Google implemented the second part of its plan **to label any sites without an SSL certificate as non-secure**. Even if your site only has a simple contact form, without an SSL certificate, your visitors might get a security warning.



Good news – many PML web clients already have an SSL certificate - it's something we've been encouraging for some time now - and we will be extending this service to all appropriate web clients in the 2018 hosting, maintenance and support service proposal.



In summary

The new GDPR legislation has commendable aims – to protect your personal data and to prosecute rogue organisations who misuse it.

Life doesn't have to be more difficult for organisations who just want to get more customers. You don't need explicit consent to send a postal (direct) mailer, letter, brochure or catalogue provided you make it clear how they stop getting future mailings. As long as the content is relevant, then sending direct mail is allowed under the 'legitimate interests' of your business.

We can support you through the process if you need to make changes and for many areas of GDPR you may already be compliant with our services listed above.

If you have any questions not answered here then please contact us.

The ICO website can be reached here: <https://ico.org.uk/>



FREE GDPR SURVEY

If you're not a web customer of ours we're happy to do a free GDPR survey for you.



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