

GDPR - SAFEGUARDING YOUR BUSINESS

GDPR is not subjective...it is not a choice...it is written into EU law.

WHAT TO LOOK OUT FOR

If generating sales leads is an integral part of your marketing plans, then prior to signing any agreements, you should ensure the data you are going to receive has been collected and shared according to the GDPR.

Opt In

Are users given a dedicated opportunity to agree (opt-in) to receiving information from a third-party/partner/sponsor?

THIS MUST NOT BE PRE-TICKED. THE USER MUST ACTIVELY 'OPT-IN' FOR THE DATA YOU RECEIVE TO BE GDPR COMPLIANT.

Freely Given

If the user doesn't agree to having their details shared with a third party, will they still be able to access the same content/webinar?

THE USER MUST 'FREELY' AGREE TO THE SHARING OF THEIR DETAILS AND CANNOT BE PENALISED FOR CHOOSING NOT TO.

Third Party Identity

Does the form clearly state who the data will be shared with?

THE FORM MUST CLEARLY STATE WHICH THIRD PARTIES THE DATA WILL BE SHARED WITH. FAILURE TO DO SO RENDERS THE DATA NON GDPR COMPLIANT.

Opt Out

Is the user given the opportunity to 'opt out' of receiving information? Is it easy to find and easy to use?

THE USER MUST BE GIVEN THE OPPORTUNITY TO OPT-OUT OF HAVING THEIR DATA SHARED WITH A THIRD PARTY AT THE POINT OF COLLECTION.

Explanation

Does the form explain why a user's information is being collected and how it will be used?

TO BE GDPR COMPLIANT, THE FORM MUST TELL THE USER WHY THEIR DATA IS BEING COLLECTED AND HOW IT WILL BE USED.

Privacy Notice

Is the Privacy Policy easy to find and understand, free of any legal jargon, and separate to the organisation's standard terms and conditions?

FOR PRIVACY POLICIES TO BE GDPR COMPLIANT THEY MUST BE EASILY ACCESSIBLE, CONCISE, INTELLIGIBLE AND IN CLEAR AND PLAIN LANGUAGE.



If the answer to any of the above is '**NO**', then you **MUST** ask why?

Because the data you receive will **NOT** be **GDPR** compliant and if used, could put you and your organisation at risk. And it is **YOUR** responsibility to carry out the necessary due diligence to ensure any data you use is compliant.

BE

WARNED

There are severe financial penalties for organisations who fail to comply – max €20m or 4% of annual turnover. Plus, as well as causing irreparable damage to brand reputation, trust, and integrity, you may be subject to data access requests and an investigation from your supervisory authority.

IMPORTANT: Your organisation can also be forced to stop processing data during an investigation putting a stop to any data driven marketing and sales activities.

OUR PROMISE

We **NEVER** sell or pass-on a user's personal data, to any third-party organisations, without their permission.

We guarantee the personal data leads we deliver to you are **GDPR COMPLIANT** and **SAFE** for you to use.

NEW
Food

EPR
EUROPEAN PHARMACEUTICAL REVIEW

Drug
TARGET REVIEW

Intelligent
Transport

INTERNATIONAL
Airport
REVIEW

Global
Railway
REVIEW

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