

7 GDPR tips marketers need to know

Force24™
Marketing Automation

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Introduction

You'd need to have been living under a stone to miss the ever-increasing media frenzy surrounding GDPR. In May 2018, the life of the marketer will change forever when the General Data Protection Regulations come into force throughout Europe.

But the magnitude of the imminent changes has created a wave of uncertainty for the profession. Some marketers are panicking about how they're going to carry on communicating with customers and driving leads. Others are burying their heads in the sand, trying desperately to delay the need to take action because they, quite frankly, don't know what to do next.

If one message can be taken from this entire document it is – don't panic, but act now.

So, it doesn't really matter which camp you sit in. Whether you're a worrying wreck or a fearful procrastinator – or you simply have been living under that stone – there is still plenty time to prepare for GDPR. The key is to remain calm, get clued up and take incremental steps to get GDPR-ready.

Hopefully this handy document will help you do all of the above!

#1
Know the basics

As obvious as it sounds, you can't prepare for what you don't know. So, the first crucial step is to make yourself aware of the key facts surrounding GDPR.

The new regulations will come into force in the UK on 25 May 2018. Between now and then it is therefore crucial for companies – and their marketing teams – to change the way 'personal data' is obtained, stored and secured, to ensure compliance.

For some businesses, this may only mean a couple of minor tweaks to existing robust processes. For others, a complete overhaul of data handling may be required. But whether the necessary actions are major or minute, this isn't a legislative movement that is going to go away. What's more, penalties for non-compliance are SIGNIFICANT. We're talking fines of up to €20 million or 4% of global annual turnover for the preceding financial year – whichever is the greater!

#2

Delve into the detail

As tedious as it may seem, it's important to know the intricacies of the regulations.

This doesn't mean you need to become a legal eagle! But you do need to understand, for instance, what is meant by 'personal data'. This includes detail such as:

- Name
- Address
- Email address
- Mobile phone number
- Bank account details
- Credit card number
- Driver/passport number
- Online name
- Genetic or biometric data

The legislation also covers indirect identification of personal data, as well as direct. This means marketers even need to think about separate pieces of personal information which, when combined, could lead to someone being identified, such as a postcode used with a surname.

#3

Be clear on consent

Whilst it may pain some marketers to read this, consent can no longer be assumed when it comes to communicating with contacts!

In practical terms, this means that marketers must explain clearly how they intend to use an individual's data, and that person's permission must be obtained at the point of data collection. This will mean the death of confusing opt in/out boxes because – if they're challenged by someone and found to be non-compliant – this will be considered a GDPR breach.

Rolling out such channel-wide updates sounds tough, as does the sourcing of consent and the appropriate next-step action to take. This isn't the case, of course! If universal rules can be applied via tech, and deep segmentation/bespoke journeys can dictate what people do and don't receive, it's actually very straightforward!



#4

Know your (geographical) limits

Data protection rules have long been bound by recommendations to store and access information within the EU only. In fact, we wrote an advice-led blog about it many, many months ago.

However, this requirement has certainly come into the spotlight as a result of the GDPR hype.

Many marketers think they've already ticked this box, especially if they have UK servers or domestic-only operations. But almost the same number of marketing professionals have overlooked the fact that partners and suppliers often transmit/have access to data. Take a marketing automation provider and their support professionals, for example!

If that vendor – or their contact centre – is based in the USA for instance, the data is therefore pinging its way back and forth beyond the boundaries of the EU. This cannot be permitted!

NOTE: Whilst the GDPR is an EU regulation, it applies to any organisation storing or processing data about EU citizens – irrespective of their geographical location. It also doesn't matter that the UK is leaving the Union. As GDPR is coming into force before March 2019 – Brexit D-Day – the expectation is that the existing legislation will simply be cut and pasted into our own independent laws moving forward.

#5

Create multi-level permissions

Given the whole purpose of GDPR is to better protect individuals' information, it goes without saying that access to this data should be regulated too.

From a marketing perspective this should mean creating multi-level user permissions – not only for the comms channel but also according to the topic and subject matter of each channel too. This sounds like an administrative nightmare (we can almost hear the groans!) but with a savvy automation platform in place, it truly needn't take more than a couple of clicks!



#6

Strive for a seamless data sync

Marketers will have to work tirelessly to ensure customer and prospect data remains safe and secure. One of the key ways to do this is to maintain one central source of robust data storage, via a reputable CRM for example. Then, instead of exporting data out of the CRM and importing a spreadsheet back in to a third-party email marketing platform, the two technologies should be seamlessly integrated to ensure a smooth data sync. Not only will this ensure security – it also removes the headache surrounding the maintenance of data accuracy, given that GDPR permits individuals the right to ask for their personal data to remain updated.

#7

Remember the right to be forgotten

The new GDPR rules provide data subjects with the right to request that their information is erased completely. **This is not optional!**

But, given the variety of ways data is now inputted, utilised, stored and archived, erasure is often easier said than done!

It is therefore important to source a marketing automation platform that enables – and evidences – full deletion of a contact.

Summary

In truth, GDPR is a meaty subject and not something that can be tackled in only a minor number of pages. However, marketing technology – combined with a little bit of preparation – can help solve the majority of problems that the regulations will present.

Why don't you let us show you..?

The content of this document is based on insight gleaned from a variety of sources including **https://ico.org.uk/**, GDPR webinars and media coverage on the subject. The guidance included within this resource is not intended to act as legally-binding advice. Any such support on the topic should be sought from a solicitor and/or practising legal professional.

About Force24

Force24 is a world-class, UK-built, cloud-based marketing automation solution used by enterprise clients and niche SMEs alike. Trusted by leading brands such as WorldPay, Aviva & Npower, the intuitive platform empowers marketers to generate faster, more efficient & meaningful conversations with customers & prospects. The result? Increased conversions, revenue & campaign ROI.

In fact, thanks to 8 million data triggers & the expertise of Force24's in-house marketing pros, the platform helps generate £50m revenue for clients each month!

What's more, the Fore24 team isn't just made up of tech gurus and marketing pros. We even have our own in-house GDPR expert to ease every concern and ensure clients are fully regulation-ready!

Get in touch

For further information please visit **www.force24.co.uk** or call **0845 272 5990**. Alternatively, to drop us a line or sign up for our upcoming webinars, email **info@force24.co.uk**

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