

Easy Guide To Email Marketing With GDPR Compliance In Partnership With Force24

Force24™
Marketing Automation

Index

SECTION 1: Knowing and auditing your data

SECTION 2: Managing your databases

SECTION 3: Existing databases

SECTION 4: Growing databases

SECTION 5: B2B email marketing and non-customers

SECTION 6: Frequently Asked Question – FAQs

SECTION 7: Going Forward

SECTION 8: Conclusion + Contacts

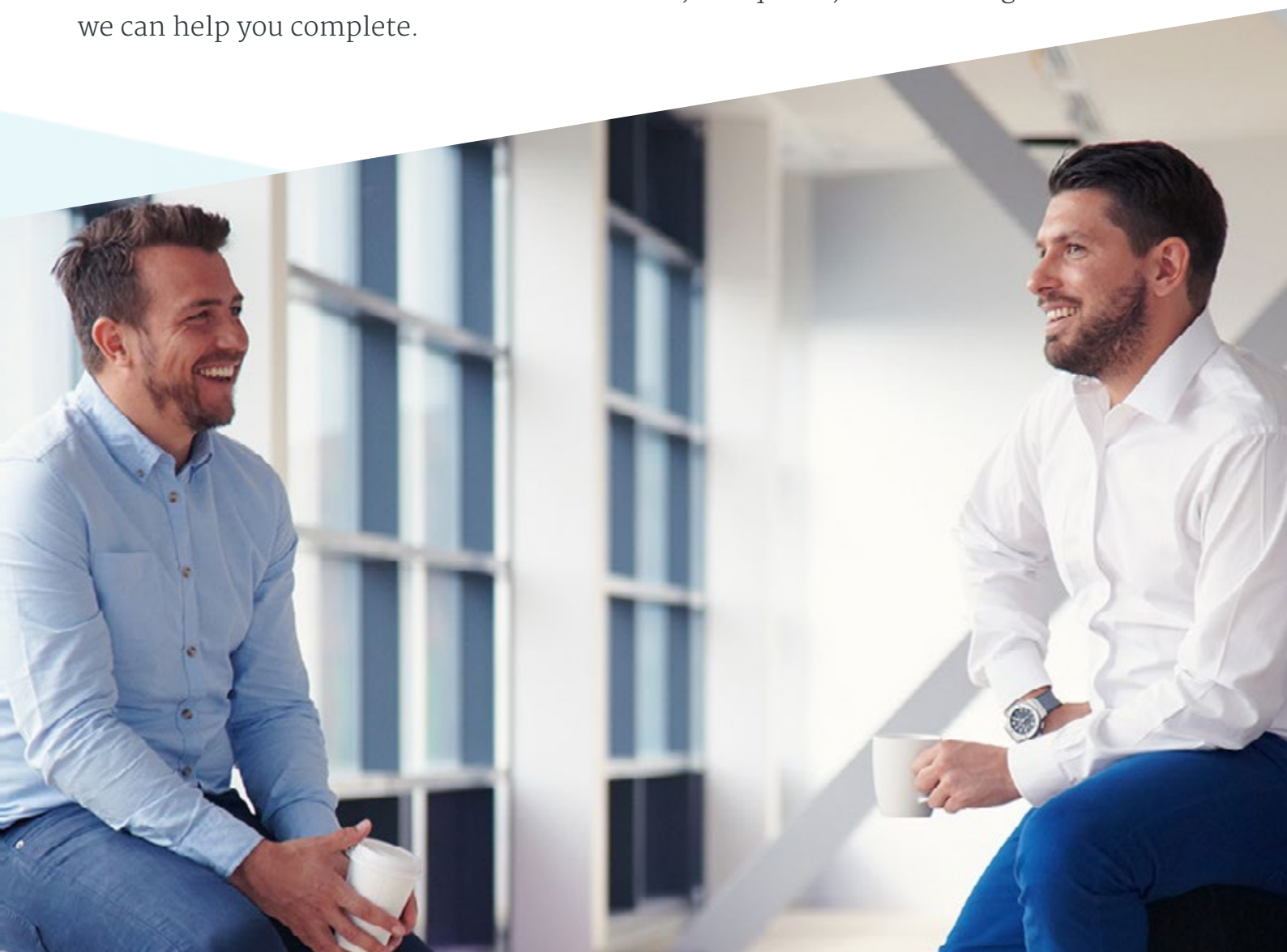
Introduction

Glad you're here. A warm welcome to our easy guide to email marketing for GDPR compliance, compiled by the Directors and our Data Protection Officer.

This practical document aims to guide you through some of the details of the new General Data Protection Regulation (GDPR) and to provide you with a clear understanding of how the marketing of your business will be affected.

Firstly, the good news – it will bring you opportunities to have a more targeted, relevant and up-to-date marketing database.

Secondly, the bad news is not all that bad. You will need to undertake a detailed audit of your current databases. This may be a time-consuming task but will be worth the effort in the end and, if required, is something we can help you complete.



Putting you in the picture.

GDPR came into force on 25th May 2018 and supersedes the Data Protection Act (DPA) of 1998. The new regulations are in response to the data revolution we are now witnessing due to the mass use of the internet and the increased propensity of personal data to be compromised. As well as seeking to simplify and modernise the protection of data, the legislation aims to give individuals more control over the processing and use of their personal information.

In a nutshell, businesses will be made more accountable for the data they hold and will be fined for non-compliance and data breaches.

As each organisation is different, there is no 'one size fits all' solution to implementing GDPR. How data must be treated will depend upon how it was originally collected and stored. One thing that all businesses will be forced to do though, and we see this as a big positive, is to pay more attention to the content of their email marketing campaigns. This in itself should encourage more engaging, relevant content and hopefully lead to a reduction in unnecessary junk in your inbox.

> *"As each organisation is different, there is no 'one size fits all' solution to implementing GDPR"*

Our guide covers GDPR in relation to email marketing and does not look at the wider implications of the new law. We hope that it proves to be a useful source of reference for you on your journey to implement GDPR compliant marketing processes and that we can help to make it a little easier. However, if after reading this guide, you still need further assistance then please get in touch.

Adam Oldfield, Managing Director and Nick Washbourne, Commercial Director – Force24



In a nutshell, businesses will be made more accountable for the data they hold and will be fined for non-compliance and data breaches

Section 1 – Knowing & Auditing Your Data

Let's get started...

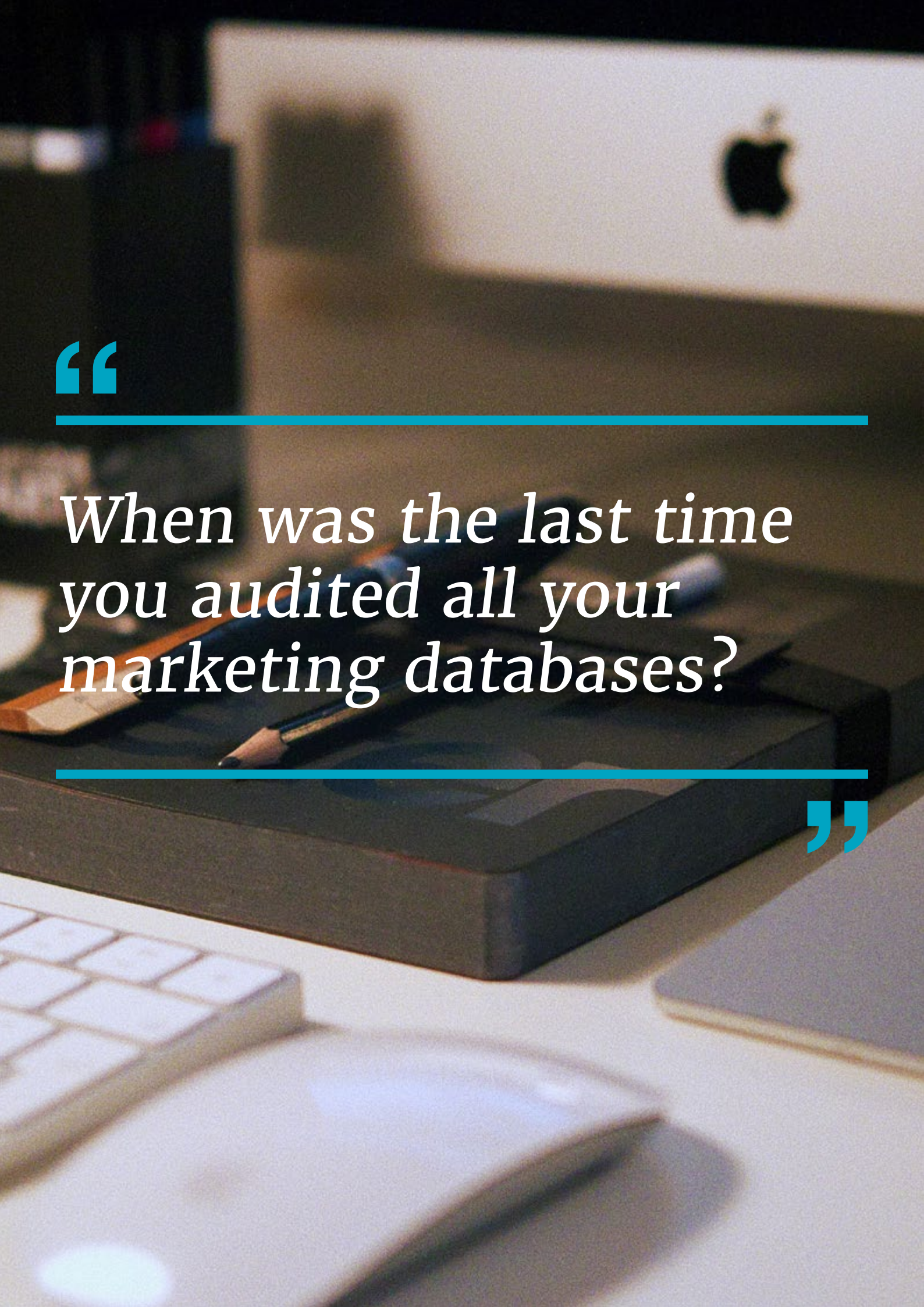
How well do you know your data? When was the last time you audited all your marketing databases?

GDPR gives an incentive for you to really get on top of your business's contact lists. It will bear fruit - you should develop a more engaged database, your data will be as up-to-date as possible and, as you'll be likely reducing the volume of emails sent, it should cost you less too.

> *GDPR gives an incentive for you to really get on top of your business's contact lists*

Getting to grips with the nitty-gritty

Audit all of the data you hold on the subscribers to your email marketing lists. You need to find out: where the data came from, where it is now stored, how you use it and for what purposes, plus whether the contact has already given consent for you to use that data. The data may originate from numerous sources such as your website, transactions from your ecommerce store, competitions that you ran, customer lists or email addresses collected at a trade show. The key is to know your data – what have you got and where did it come from?


“
When was the last time you audited all your marketing databases?
”

Section 1 –
Knowing & Auditing Your Data continued...

Knowing what you've got may be easier than knowing where it came from. Whether you've just an email address or a full profile for each contact, make sure you can complete the full picture with why you are holding that data and how you intend to use it.

Finding out where the data came from might be a bit of a detective's job, but it is vital for you to know where each subscriber to your list comes from and when they joined. It is time to practice your data mapping skills. Map out every source of your data and list the contacts and dates accordingly.

> *3 Companies have already been fined for this type of breach and the fines are likely to be greater under GDPR*

It is common to find that multiple lists in many different places are in existence at the same time. There may even be duplications. In order to be GDPR compliant, you need to find out how all the lists are being managed; including the management of unsubscribes and bounces. If contacts have selected to be unsubscribed it is imperative that they do not remain on an active email campaign list. Companies have already been fined for this type of breach and the fines are likely to be greater under GDPR.



If contacts have selected to be unsubscribed it is imperative that they do not remain on an active email campaign list

What is an 'engaged' subscriber?

You will also need to work out who you could justify as being an engaged subscriber. The degree of 'engagedness' will dependent on what type of business you're in. In a business where the product or service is in regular demand, then your engaged subscribers might be opening emails every time you send them. In a business where the products or services are in irregular demand then engagement might be classed as opening your emails on an infrequent basis.



The degree of 'engagedness' will dependent on what type of business you're in



For example, a restaurant business which collected data from a customer on a previous visit and has subsequently sent out regular emails with none of them being opened for a lengthy period of time, would be sensible to describe that contact as not engaged. At this point, they should be deleted from their active email list. However, a plastic components supplier for food processing machines (B2B) may class having their emails opened at random intervals as still being engaged due to the irregularity of their purchasing needs.



Under GDPR, there is no set time limit for the removal of contacts from a database

Philip Allott, GDPR practitioner and Force24's DPO explains:

"Under GDPR, there is no set time limit for the removal of contacts from a database. Once a thorough data audit has been carried out, the business can decide what to include in its series of compliant policies relating to how long to hold customer personal data. This is part of Privacy by Design and by Default that is key to the 'accurate processing of records' aspect stipulated in the legislation. As a way to make informed decisions about which contacts to retain, the business should take into account the transactional history of current customers based on their frequency of purchasing.

"Equally, if a business cannot prove that it has sent any emails to data collected over two years ago then it is difficult to prove any regular sending patterns or engagement. As best practice, you shouldn't be sending emails to those who are not engaging with you. In order to meet the requirements of GDPR you must not hold information for "longer than necessary"."

NICK'S TOP TIPS

KNOWING & AUDITING YOUR DATA



One

Check all the data you hold.

Two

Pull all your data sources into one place.

Three

Establish clearly what data you have and where it comes from.

Four

Confirm the engagement rates of your database.

Five

Plan to 'clean up' your data and update your privacy policies.*

*Definition:

A privacy policy is a statement, notice or a legal document (in privacy law) that discloses some or all of the ways a party gathers, uses, discloses, and manages a customer or client's data. It fulfils a legal requirement to protect a customer or client's privacy. For more details on privacy policies and notices visit:

https://ico.org.uk/for-organisations/guide-to-data-protection/privacy-notices-transparency-and-control/

Section 2 – Managing your databases

In this section, we are going to provide you with guidance on the best ways to manage your databases.

At the core of all great email marketing campaigns, is accurate information AKA data. It is like tailoring a suit perfectly for a specific customer – getting the right colour, the right fabric and most importantly the right size and fit. By efficiently collecting personal data (through various channels) you are able to understand the subject better. If you know what 'makes them tick' you are able to design campaigns which are more likely to interest them; and hence stand a much higher chance of conversion into a business transaction. Only collect data from your contacts that will help you send better email marketing campaigns – data must be relevant to your needs. It is great to collect lots of data providing you have a plan and a strategy in place to show how you are going to use it.

Examples of how this can work:

- *Use preference centres so your subscribers can tell you what they are interested in and what they want to hear about.*
- *Ask subscribers for their date of birth in order to trigger a 'Happy Birthday' email. These are often sent with a special offer or discount code.*
- *Record purchasing history so you can send subscribers 'recommended for you' emails.*
- *Record the date of their last booking/visit/purchase so that a 'we've missed you' email can be triggered after a certain time period.*



At the core of all great email marketing campaigns, is accurate information AKA data

Section 2 – Managing your databases continued...

So, how should it all be managed?

We advise that once you have mapped your data and are aware of where it is all stored that you bring it all under one master list. Remove any duplications and suppress any unsubscribed and unqualified contacts or those who are not engaging with your content. This means creating a field on your database which places the contact beyond the reaches of any email marketing campaign. It does not mean that you have to delete them completely. You can then create rules and segments to send your emails to the people on your database who you want to receive them.

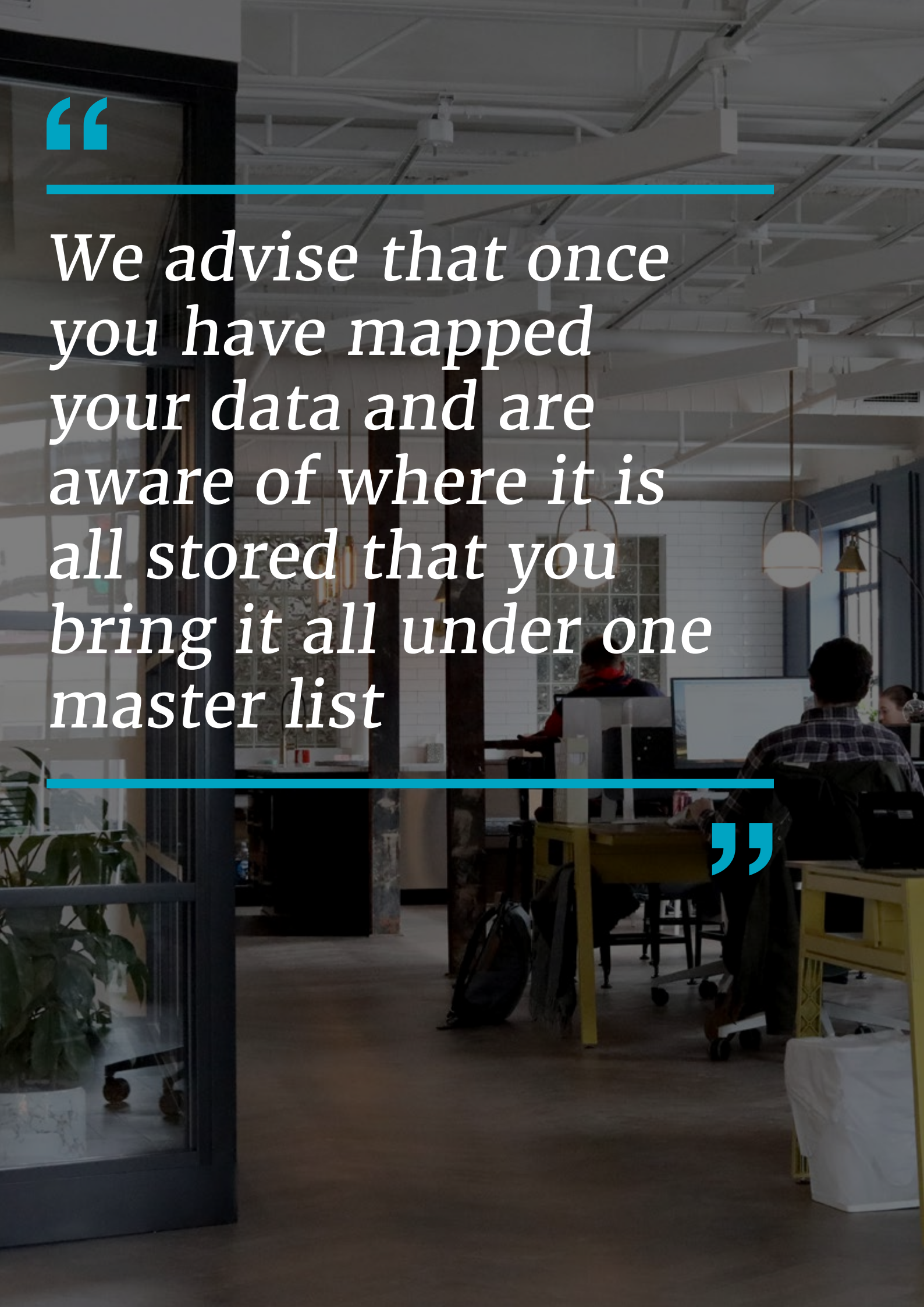
This makes managing your data much easier and much cleaner. This is important under GDPR because:

1. *By including a 'data source' field in your database you'll be able to easily see from where your data originates (e.g. a website sign up or a competition entry).*
2. *All your subscriber activity will be in one place and so you can see when they last engaged with your content complete with a timestamp of when this happened.*



Remove any duplications and suppress any unsubscribed and unqualified contacts or those who are not engaging with your content. This means creating a field on your database which places the contact beyond the reaches of any email marketing campaign



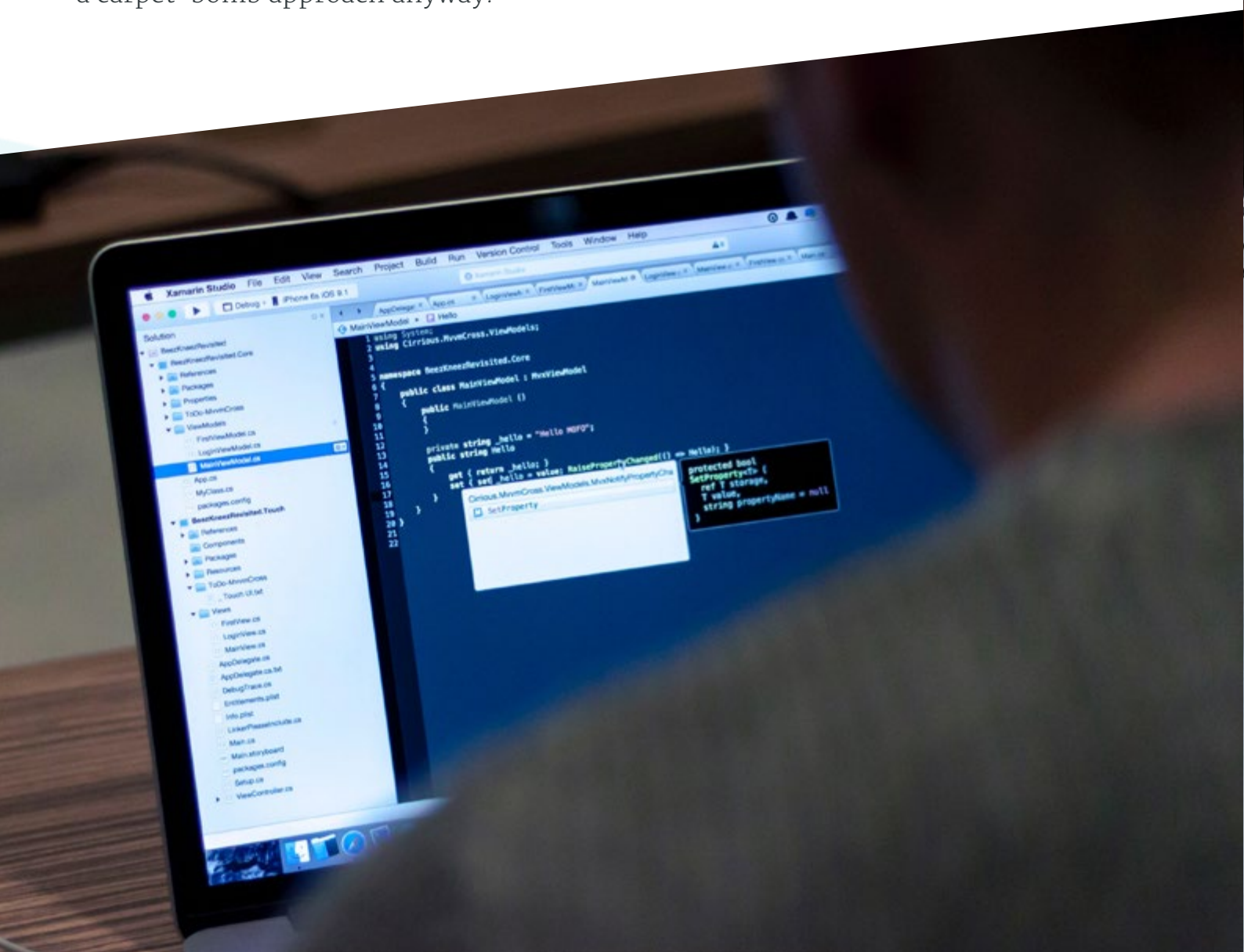


We advise that once you have mapped your data and are aware of where it is all stored that you bring it all under one master list

Section 3 – Existing databases

There has been much confusion over whether GDPR requires a huge amount of existing contacts from email marketing databases to be removed. Even if this were the case, which it is not, the 'cleaning up' of databases will lead to businesses having better quality databases with more engaged subscribers.

Note the shift being driven by GDPR from quantity to quality. We believe this is a huge positive – delivering quality, relevant emails to every subscriber is more likely to lead to them spending money with you than a carpet-bomb approach anyway.





We believe this is a huge positive – delivering quality, relevant emails to every subscriber is more likely to lead to them spending money with you

Section 3 – Existing databases continued...

One of the key questions that most people want answered is: Can people/businesses continue to send emails to their existing contacts post GDPR?

Philip Allott, Force24 DPO and GDPR practitioner, helps set the record straight as he explains:

"My reply is, normally, yes, because as a business you can usually rely on legitimate interests under Article 6, as your legal basis for processing data for direct marketing purposes, however you also need to comply with other legislation such as the Privacy and Electronic Communications Regulations and, if the data has been bought from a list broker any licensing conditions which may place a time limit on how long you can communicate."



as a business you can usually rely on legitimate interests under Article 6, as your legal basis for processing data for direct marketing purposes





Where existing B2C contacts are involved you can use digital marketing providing you can demostrate legitimate interest

Section 3 –
Existing databases continued...

Where existing B2C contacts are involved you can use digital marketing providing:

- *The individuals contact details such as a business card or website enquiry were obtained as part of a sale or negotiations for a sale of a product or service.*
- *The communications you send are only marketing comparable products or services.*
- *At all times, the individual is provided with a simple opportunity to refuse marketing when their details are collected, and if they don't opt out at this point, are given a simple way to do so in all further communications.*

Businesses can only rely on "legitimate interests" under GDPR if they have carried out a documented balancing exercise between the legitimate interests of the business and the rights and privileges of the people they are contacting.

In simple terms, this means you can continue sending emails to your existing database and your legacy data if:

- *Your business can demonstrate that someone has been a customer in the past. Typical examples could be an email, order confirmation, a booking reference or something comparable;*
- *There is a previous history of you sending emails out on a regular basis with a documented circulation path such as quarterly, or monthly;*
- *The contacts have engaged with these sent emails or your business 'recently' such as within the last two years;*
- *You and your business have completed a documented balancing exercise between the interests and the rights and privileges of the people you are contacting. In all cases the data subjects' rights and privileges must take precedence over yours but this should not prevent you relying on 'legitimate interests' but only if what you are trying to achieve is not disproportionate and overrides those of the data subjects.*



> *For any future data you now collect, it is best to rely on consent, this can be achieved through a specific opt-in box*

Example case

During a transaction with a client or customer who purchased something from you two years ago, you collected their email address, and you have since emailed them once a month, with the last email they opened being two months ago. Based on this frequency and engagement it should be fine for you to continue emailing them, providing you give them a clear opportunity each time to opt-out and a link to your Privacy Notice.

For any future data you now collect, it is best to rely on consent, this can be achieved through a specific opt-in box ticked to confirm that outside of the transaction, they would like to be contacted for marketing purposes.

NICK'S TOP TIPS

EXISTING DATABASES



One

You can continue to email existing contacts in your database providing they have been a previous customer and/or you have been sending emails to them regularly and they have engaged with your emails recently.

Two

We recommend removing or suppressing contacts from your database who haven't engaged with your emails within the last two years. Force24 can set this up on our platform based on something bespoke to your business.

Three

In future, you must supply a clear opt-in box and a link to your Privacy Notice.For affinity marketing, it must be clear at the point of entry who will be using the data.

Section 4 – Growing your databases

Competitions and giveaways have always been a key way in which to grow an email marketing database.

The customer or potential customer is asked to part with their data in return for having the chance to 'win' something. Usually, the 'cost of entry' increases with the value of the prize. This is based on the marketing concept of permission marketing.

> *The customer or potential customer is asked to part with their data in return for having the chance to 'win' something*

Typical examples of this might include:

- *A prize of entry to a local attraction → requires the entrant to leave their email address.*
- *A prize of an all-expenses paid trip to the Seychelles → requires the entrant to part with much more personal data. This has the added advantage of it being easier to personalise follow-up marketing materials.*

Competitions and giveaways have become increasingly popular tools for gathering personal data but under GDPR this looks set to change. It is a fact that the ICO (Information Commissioner's Office) does not like the use of prize draws, giveaways or competitions as a means of growing marketing databases. We suggest, therefore, that future subscribers should be able to access the content or incentive without automatically being signed up to ongoing marketing communications.



Competitions and giveaways have become increasingly popular tools for gathering personal data but under GDPR this looks set to change

Section 4 –
Growing your databases continued...

A nice 'work around' for this is that the 'entrant' should be given a tick box to physically opt-in to receiving your marketing communications at the point of entry or download. If they agree, they can be added to the list and the positive subscription can be recorded. It they do not agree, the competition still remains open for them but they should not be added to your mailing list, or sent any follow-up emails.



This change should actually promote the creation of higher quality content and communications that people look forward to receiving



The consequences of this for marketers is that they will, inevitably, see a reduction in easy database growth opportunities unless they get creative with how they can encourage subscriptions. This change should actually promote the creation of higher quality content and communications that people look forward to receiving. Perhaps businesses will then grow their lists by creating offerings that incentivise their customers (and potential customers) to sign up while also giving thought to offline data collection opportunities, like events and exhibitions, whenever possible.



A nice ‘work around’ for this is that the ‘entrant’ should be given a tick box to physically opt-in to receiving your marketing communications, but don’t do this with your existing date if you already have an established communications pattern

NICK'S TOP TIPS

GROWING YOUR DATABASE



One

Businesses can still run competitions and giveaways to grow lists but entrants must give explicit consent (e.g. in the form of ticking a box) for you to send them any email marketing campaigns.

Two

Entrants must be able to take part in your competitions even if they don't want to receive marketing emails from you.

Three

Focus on quality and not quantity and be creative with ways in which you can grow your lists.

Four

For affinity marketing, it must be clear at the point of entry who will be using the data.

For further direct marketing guidance visit:

https://ico.org.uk/media/for-organisations/documents/1555/direct-marketing-guidance.pdf

Section 5 – B2B email marketing & dealing with non-customers

In this section, we will be concentrating on how GDPR will affect the way in which you communicate with contacts on a database who aren't customers.

Bought in lists could fail compliance

We are going to start with a big BEWARE!

Beware of B2B contacts from a bought in list – there is often no record of how that data was collected originally, what the people on the list were told at the time about their data privacy and what legal ground under GDPR is being relied on to share the data. Basically, bought in lists could fail compliance for these reasons. Talk to Force24 about new data sources.

If a B2B contact is a current customer, or is likely to buy or enquire again within a reasonable time (that you have documented in your GDPR file), they can continue to be communicated with as per your "legitimate Interests" as a business (if you have carried out the balancing exercise discussed earlier in section 3).



Beware of B2B contacts from a bought list

Section 5 – B2B email marketing & dealing with non-customers continued...

As email marketing leaders, we're always looking to deliver quality, relevance and added value and your business should aim to do the same. It is good practice to put quality over quantity. As GDPR is now leading the way with this, we look forward to seeing all email campaigns ramping up their quality. We really do not see the value in emailing contacts who aren't interested in or engaging with your content. We envisage that there is going to be a move away from key performance indicators that focus on metrics like list size, database growth and open rate towards measuring things like conversion rates, values, source tracking and cycle times.



In order to find new prospects organically, there will need to be a tightening of the relationship between different marketing channels



In order to find new prospects organically, there will need to be a tightening of the relationship between different marketing channels. For example, if you are able to provide good quality, valuable content in relevant places such as video, blogs, ebooks and events, then you can capture data from those who have entered into your capture zone willingly. You will just need to make sure that, in creating optimal data capture opportunities, you are complying with the new regulations.



> *Email can still be used for automated journeys to nurture leads*

Email can still be used for automated journeys to nurture leads following the subscription/download process and can be dynamically modified depending on engagement or the prospect. It can also be used to upsell, cross-sell and gain renewals from existing clients.

In the short term, you can encourage subscribers to re-engage by sending regular emails with good quality content and a strong 'hook' in the subject line. The use of prize draws, giveaways or competitions as a means of growing marketing databases remains popular. However we suggest, therefore, that future subscribers should be able to access the content or incentive without automatically being signed up to ongoing marketing communications.

NICK'S TOP TIPS

NON-CUSTOMERS



One

Build your email marketing strategy around quality including relevant content.

Two

Continue to send email marketing to your database providing your data has been collected legitimately, you can prove a regular sending pattern, they are engaged and an unsubscribe link is, and always has been, included.

Three

B2B prospects or expired prospects should be removed from your database and you should no longer communicate with them through email marketing until you have their consent.

Section 6 – Frequently asked questions – FAQS

In this section, we have pulled together some of the most common questions that are asked on the subject of GDPR and email marketing. We hope that our answers will provide some further clarification.

Question 1

This question concerns removal of contacts

"What is the time period before we need to remove a contact from the database if they haven't opened any of recent email marketing pieces (in effect unengaged subscribers), assuming they meet all other GDPR criteria?"

Legal guidance

GDPR requires data to be held no longer than necessary but does not set a precise time for the removal of contact records from a database. One good method of complying is to carry out a data audit and then develop a series of compliant policies relating to how long you hold any customer's personal data. The best way of addressing this is to look at a typical customer's transactional purchasing life-cycle, to determine how long between communications it takes a typical customer to purchase. This is developed around a process called the Privacy by Design and by Default, GDPR Article 25 requiring the need for accurate processing records.



Companies should set out their policy for data retention, taking into account their product/service life-cycle, and record it in a dedicated GDPR folder held by the person accountable for Data Protection, in order to demonstrate compliance

Example Case

If you are selling lorries, it could be argued that it is valid to keep customer information on file for five years on the basis that you also provide MoTs, servicing and repairs; and that changing trucks every five years is reasonable buyer behaviour. However, if you are selling something smaller and consumable such as food, if someone hasn't bought anything or engaged with you in 12 months, then it's unlikely that they will be interested in the future and should be removed.

Companies should set out their policy for data retention, taking into account their product/service life-cycle, and record it in a dedicated GDPR folder held by the person accountable for Data Protection, in order to demonstrate compliance.

Section 6 -
FAQs continued...

Question 2

This question concerns the scope of the 'tick box'.

"Is it necessary to demonstrate that the customer has ticked an 'icon box' to import them into my database? For example, our website has a sign-up box that says 'Sign up here to receive our marketing updates direct to your inbox'. The only requirement is for the contact to enter their email address, and if they don't want to be contacted, they don't have to subscribe."



The opt-in needs to show that the user has taken a positive action. This is to demonstrate that the contact must have taken a positive step to indicate they want to subscribe. Under GDPR you cannot have a pre-ticked box and expect the user to untick it



Legal guidance

We would suggest that explicit consent is required, which should always be transparent, clear and positive. The opt-in needs to show that the user has taken a positive action. This is to demonstrate that the contact must have taken a positive step to indicate they want to subscribe. Under GDPR you cannot have a pre-ticked box and expect the user to untick it. There are various ways of getting explicit consent, even verbal would be acceptable but impossible to subsequently demonstrate and therefore not really practicable.



The opt-in does not need to be complicated, a straightforward ‘enews sign-up’ box on a website is fine, providing the text is clear and transparent concerning what the subscriber will obtain and how often they will get the newsletter, at the time the email address is entered, also there is no need for a secondary ‘tick box’ to reconfirm the subscription.

The good news is that automated emails can be used on the submission form, providing it is clear what happen before the person actually subscribes

Details concerning your data processing and collection procedures must always be included in your Privacy Notice. The good news is that automated emails can be used on the submission form, providing it is clear what happens before the person actually subscribes.

If a subscriber is using a contact form, entering a prize draw or making a purchase, we recommend the addition of a ‘tick box’ to confirm that they would like to receive email marketing with details of content and frequency. Remember the golden rule is that any pre-checked box has to be unchecked, requiring the user to take a positive action to subscribe. Talk to Force24 concerning the design of your forms to ensure compliance.

Question 3

This question concerns using promotional ideas to capture subscriptions.

"As a business, we note that some competitors are sending out emails to get people to subscribe to newsletters through the use of promotional ideas like prize draws and free holidays, is this possible under GDPR?"

Legal guidance

This is possible but only if you are very clear with the data subject when the data is obtained what will happen with their personal data and who it will be shared with.

One of the easiest ways of achieving this is through a hyperlinked Privacy Notice that explains in detail what will happen to the contact's personal data.

One of the easiest ways of achieving this is through a hyperlinked Privacy Notice that explains in detail what will happen to the contact's personal data

There should also be a tick box for the user to confirm that they consent to receiving marketing information.

The challenge is ensuring that any legacy data meets the above standards, generally if it was also collected in accordance with PECR (Privacy and Electronic Communications Regulations), then it may be OK but you should seek the guidance of Force24 before finalising your campaign.



> *The challenge is ensuring that any legacy data meets the standards*



At Force24 once someone has opted out they cannot be re-subscribed

Question 4

This question concerns the deletion of contacts.

"What do we do with any contacts who don't meet the criteria, delete them?"

Legal guidance

No, our advice is to retain the email address of the contact and the basic record which should be set to unsubscribed to stop the contact getting re-added to the database in the future. The good news is that at Force24 once someone has opted out they cannot be re-subscribed at a further date due to the robustness of the platform.



Our advice is to retain the email address of the contact and the basic record which should be set to unsubscribed

Section 7 – Going forward

In this section, we are going to give you a quick check-list for key points to note going forwards after the May 25 deadline.

- You should carry out an audit of all your data so you know what information you hold, where it comes from and how you use it.
- Continue to email existing contacts in your database providing they have been a previous customer and/or you have been sending emails to them regularly, they have been given a clear opportunity to opt-out and they have engaged with your emails within the last two years. You must have carried out the written balancing exercise allowing you to rely on your legitimate interests as a business.

Continue to email existing contacts in your database providing they have been a previous customer, you have been sending emails to them regularly, they have been given a clear opportunity to opt-out and they have engaged with your emails within the last two years

Move unsubscribed contacts to an inactive email list so that they can't be accidentally contacted but do not delete them completely in order to prevent them being duplicated or inadvertently re-added to an active campaign later on

- Your email marketing focus should be on creating quality email marketing campaigns and programmes rather than on the size of your list and the number of emails sent.
- For future data collection, you will need explicit consent (clear, positive and transparent) in order to send your email marketing campaigns to new subscribers and customers.
- Move unsubscribed contacts to an inactive email list so that they can't be accidentally contacted but do not delete them completely in order to prevent them being duplicated or inadvertently re-added to an active campaign later on.



Section 8 – Conclusion & contacts

We hope that our guide to GDPR and email marketing has helped you on your journey to sending better emails, understanding the reaches of GDPR in relation to email marketing and that with a nurtured, cleaned and compliant database your business will go from strength to strength. In a strange twist, taking the time to make your email marketing comply with GDPR and giving it a 'sweep of the broom' may prove to be a catalyst for the future growth of your business.

> *If businesses act consistently with the rules of GDPR then fears of receiving a fine for non-compliance from the ICO will be eradicated*

If businesses act consistently with the rules of GDPR then fears of receiving a fine for non-compliance from the ICO will be eradicated. The key thing to remember is that most businesses will already be compliant, or near compliant if they have been operating best practices under the DPA, and in line with the current Privacy and Electronic Communications Regulations.

However, everyone should be verifying their own position in light of the May 25th deadline and should be taking steps to rectify highlighted areas where their compliance might fall down. It is worth checking compliance in other areas of the legislation such as storage, transmission of data, passwords and access as well as permissions. If you have sneaking suspicion that things might not be water-tight in your GDPR compliance then either you can try to rectify it yourself or seek further assistance from Force24.

Either way, the key point here is not to ignore the facts but to embrace them!

We feel that the new legislation makes way for a much more streamlined way of carrying out your business and, when combined with the golden opportunity of creating a much better engaged audience, can only be a positive step into the future.

For further assistance with your email marketing campaigns or additional questions please contact:

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Tel: 0845 322 5824

Email:

adam@force24.co.uk or nick@force24.co.uk

Alternatively contact **Philip Allott**, Data Protection Officer:
dpo@force24.co.uk



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 Force24 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**

Force24™
Marketing Automation

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