

Preparing for GDPR – deadline is 25 May 2018

The General Data Protection Regulation (GDPR) changes come into effect on 25 May 2018. The changes signal a significant shift in the current data protection and the fines for non-compliance are fairly substantial, €20m or 4% of annual turnover, whichever is larger.

Ensuring that the marketing is compliant with the new regulations around data collection, collation and storage means companies are having to review and create their GDPR policies, notices and assessments.

To help you ensure your marketing is compliant we have created a guide to the top 5 things to focus on. If you would like to discuss how to approach GDPR then please call our team.

Top 5 things for delivering compliance

1.

Carry out analysis on data to establish compliance levels. Create your policy notice.

2.

Identify the marketing journeys. Align requests with legitimate interest and sensitive data.

3.

Create opt-in messages that include new requirements concerning consent and revoking rights.

4.

Create a GDPR compliant privacy notice. Identify how database evidences consent and who can access information.

5.

Work with the wider organisation to contribute to the company's Data Protection by Design and Default.