



General Data Protection Regulation

YOUR COMPLIANCE CHECKLIST

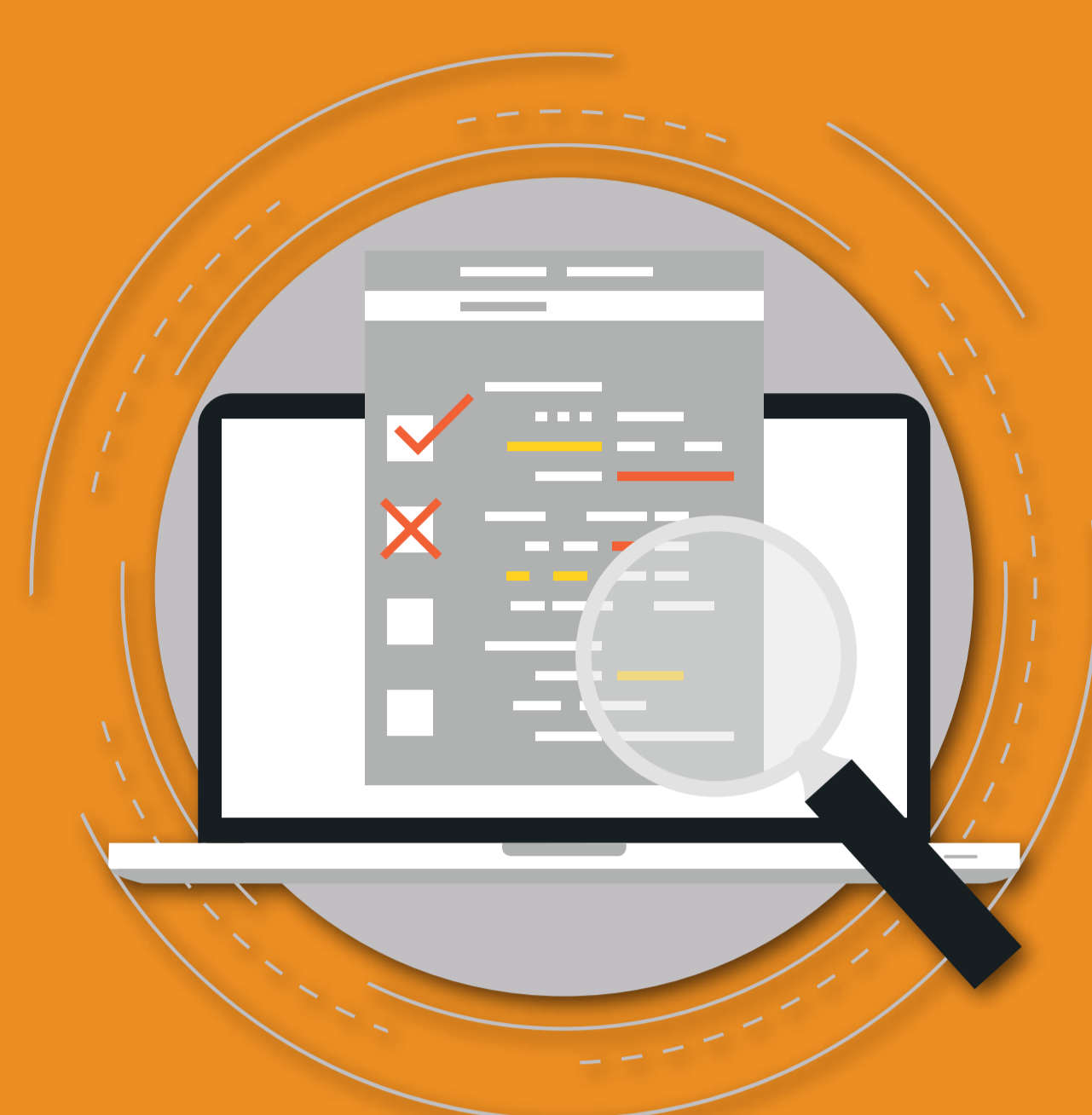
THE EMAIL MARKETING COMPLIANCE CHECKLIST

GDPR COMPLIANT

In this checklist we want to ensure your GDPR efforts are in line with new data requirements.

A DESIGNATED SIGN-UP BOXES FOR EMAIL SUBSCRIPTION

The new regulation suggest that companies should receive explicit permissions to communicate with consumers that is “freely given, specific, informed and unambiguous”.



KEEP RECORD OF ALL SUBSCRIPTIONS

The new regulation suggest that business requires to store the record of when a new subscription consent and how their information will be used.

KEEP IT SIMPLE ... EASY TO UNDERSTAND LANGUAGE

The new regulation is not just to protect data but also offer transparency to EU citizens and how their information will be used and processed.



DEFINE YOUR ROLE AS DATA PROCESSOR AND DATA CONTROLLER

The regulation defines Data Controller as who determines the purpose and means of the processing of personal data. While Data Processor are the one who process personal data on behalf of the controller.

CONFIRM A CYBERSECURITY PROTOCOL

If any data breach, all companies will have to disclose a cyber-breach within 72 hours.



EMAIL PERMISSIONS

The below sample form gives prospects the chance to actively express permission to be marketed to and accept our terms and conditions, by ticking the relevant boxes. This version of the form is GDPR compliant.

Try SMARTe Free Trial

Your Name *

Company Name *

Your Email *

Your Phone *

FREE TRIAL

By signing up to a free trial of SMARTe CRM, you agree to our terms and you have read our privacy policy. You may receive email updates from SMARTe and you can opt out any time.

NOT COMPLIANT

Try SMARTe Free Trial

Your Name *

Company Name *

Your Email *

Your Phone *

FREE TRIAL

By signing up to a free trial of SMARTe CRM, you agree to our terms and privacy policy.

Yes, please keep me updated on SMARTe news, events and offers.

GDPR COMPLIANT

SMARTe acts as data processor wherein we help companies to deal with personal data as instructed by controller for specific purposes and services. Looking for more information about GDPR connect with our data guru at – www.smarte.com