

GDPR

READY RECKONER

FOR MARKETERS

WHAT IS GDPR?

GDPR is a new set of rules designed to give EU citizens more control over the personal data.

It stands for General Data Protection Regulation and refers to why and how business process personal data. The ICO says “the processing of personal data for direct marketing purposes may be regarded as carried out for a legitimate interest”.



HOW DOES GDPR IMPACT YOU?



How business obtain consent to use personal data



How business disclose information about data breaches



The way business use personal data



The ability for individuals to access their personal data



PROTECT

EU Citizen's Personal Data



CONTROL

To data subjects over their processed data



UNIFY

The duties and responsibility of Controllers and Processors



SIMPLIFY

The means of data collection and processing

THE GOALS OF DIRECT MARKETING

HOW DOES IT IMPACT YOUR MARKETING EFFORTS?

All companies have to be more careful before creating and conducting the following marketing efforts:



Lead generation

Identify legitimate interest from data subjects before collecting any of their personal information



Database management

Keep thorough records to prove that data they have collected is accurate and consensual



Consumer Profiling

What type of data they collect – information that is unnecessary, sensitive or related to minors



List Buying and Cold Emailing

Legitimate interest for B2B data before they contact individuals or else it will be considering as illegal



Collecting emails on website and Social Media

To be careful while collecting emails on website and social media



Data Security

Need to ensure that they keep the personal information in a secure environment

BE SPECIFIC WHERE THE DATA WILL BE USED FOR!

As a Marketer it is important to **specify exactly where will you be using personal information** for, making it completely clear to the users entering details how you will be using them.

The key is to clear where the data will be stored and what it will be used for.

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 – <https://smarteinc.com/gdpr-compliant-data/>

