



JLB

BUSINESS
CONSULTING



Marketing your Business

Top tips to maintain
GDPR compliance

Tip No1: CONSENT

Consent must be freely given

- Do not use pre-ticked boxes or assume consent has been granted.
- Lack of response or inactivity does not guarantee consent has been granted.
- A contact cannot be refused a copy of your lead magnet if they do not agree to receive your newsletter.
- Consent must be clearly given for each type of marketing communication method eg, email, sms, direct mail.
- Do make it clear on your privacy policy how you collect and process data.
- Do use clear, easy to understand language and avoid unnecessary jargon as this could invalidate the consent.

Tip No2: MANAGE YOUR LIST

Some numbers just don't count

- Nobody else sees your subscriber numbers so who cares if you have 50 or 10k subscribers - what matters is the open and conversion rates.
- Run automated re-engagement campaigns to validate subscribers who aren't opening emails regularly.
- Unsubscribe those who then don't engage - an added bonus is you may save money by lowering your plan.
- Segment your EU/UK subscribers to manage their data in accordance with GDPR and PECR.
- Ensure subscribers are able to opt out at any time and this option is clearly available.
- Consider using a double opt-in if you do not use a checkbox to validate consent.

Tip No3: BUYING LISTS

Buyer Beware!

- If you buy a marketing list you must validate consent has been granted **BEFORE** you send marketing messages.
- Cost must not be a factor when undertaking due diligence activities on bought in lists.
- You must notify the people on the list within 1 month that you hold their data and intend to use it for marketing purposes.
- If you plan to cold call contacts on the list cross check national suppression lists such as the Telephone Preference Service.

Tip No4: COOKIES

Not the chocolate chip variety!

- Use www.cookie-checker.com to identify what cookies are on your website and generate a cookie policy.
- Your cookie policy must show:
 - What types of cookies you are using?
 - How you are using the cookies?
 - How long does a cookie last?
 - Who delivers the cookie - you or a third party?
- Visitors to your website **MUST** have all cookies identified and have the option to opt out of any that are non essential.
- As your business website develops additional cookies may be added to by new plugins. Always scan your website and update your cookie policy with your findings.

4. EVENTS

Meeting in person

- Collecting email addresses at events does not allow you to automatically send email marketing messages.
- Always follow up the event with a follow up email and invite the person to subscribe.
- If you exhibit at an event and the organiser shares attendees contact details, don't assume they have gained consent so proceed with caution.
- At an event offering an incentive for people to sign up to a mailing list is acceptable in the UK but may not be in other EU countries.

Tip No5: CONSEQUENCES

Getting it wrong

- No business is considered too small to comply and it doesn't matter whether your business generates £1k or £900k.
- GDPR protects the personal data of all EU citizens so **ANY** and **ALL** businesses delivering services to EU citizens **MUST** comply.
- Non compliance has carries the risk of a hefty fine that can be as much as 4% of the worldwide revenue.

A little bit about me

I love working with GDPR really!

I first started looking at GDPR in late 2016 when I had to find out about it for my own business. Since then I have spent many hours studying the topic and am now training to become an accreditation Data Protection Officer.

Wife to Rob, Mum to 12 year old twins, chauffeur, nursemaid, protector of secrets, jack of all domestic trades, chief bottle washer and general plate spinner.

I make GDPR simple and straightforward. Working with small business owners to give them peace of mind and confidence.

If reading this has made you wonder if you are on top of your GDPR compliance, why not book a GDPR Review with me to set your mind at rest?

Jo

Special Offer

GDPR Review

£325

usual price £395

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Are you a small business thinking regular reviews of your GDPR management processes aren't needed?

Are you confident your GDPR management processes are under control?

Use this review to update your data inventory, email marketing, data breach, data retention and other policies

Start 2021 with the peace of mind that GDPR will not be an issue for you!

Email to book your slot

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Offer ends 31st January 2021



www.jlbbusinessconsulting.co.uk