

DPA, PECR, GDPR Quick Reference Guide

| B2C | | DPA - PECR - GDPR | | | | | | |
|---------------------|---------------|-------------------------------|--|--|-------------------|----------------------------|--|----------------|
| | | Collected fairly and lawfully | Reasonable expectation of how their details will be used | Expectation of how long their details will be used for | Opt In or Opt Out | Consented by Category | Max Period of Use | |
| 3rd Party | Public Domain | mail | Y | Y | Y | Opt Out | N | 12 months |
| | | telephone | / | / | / | / | / | / |
| | | email | / | / | / | / | / | / |
| | | VM / SMS | / | / | / | / | / | / |
| | Consented | mail | Y | Y | Y | Opt In | N | 6 or 12 months |
| | | telephone | Y | Y | Y | Opt In | N | 6 or 12 months |
| | | email | Y | Y | Y | Opt In | Y | 6 or 12 months |
| | | VM / SMS | / | / | / | Opt in | / | 6 or 12 months |
| 1st Party (own use) | Consented | mail | Y | Y | Y | Opt in (can be pre-ticked) | N (or yes if not relating to the product/service purchased or enquired about) | 6 or 12 months |
| | | telephone | Y | Y | Y | Opt in (can be pre-ticked) | N (or yes if not relating to the product/service purchased or enquired about) | 6 or 12 months |
| | | email | Y | Y | Y | Opt in (can be pre-ticked) | N (or yes if not relating to the product/service purchased or enquired about) | 6 or 12 months |
| | | VM / SMS | / | / | / | Opt in (can be pre-ticked) | N (or yes if not relating to the product/service purchased or enquired about) | 6 or 12 months |

| B2B - Registered | | | | | | | | |
|---------------------|---------------|-------------------------------|--|--|-------------------|-----------------------|-------------------|------|
| | | Collected fairly and lawfully | Reasonable expectation of how their details will be used | Expectation of how long their details will be used for | Opt In or Opt Out | Consented by Category | Max Period of Use | |
| 3rd Party | Public Domain | mail | Y | N | N | Opt Out | N | None |
| | | telephone | Y | N | N | Opt Out | N | None |
| | | email | Y | N | N | Opt Out | N | None |
| | | VM / SMS | / | / | / | Opt Out | / | None |
| | Consented | mail | Y | N | N | Opt Out | N | None |
| | | telephone | Y | N | N | Opt Out | N | None |
| | | email | Y | N | N | Opt Out | N | None |
| | | VM / SMS | / | / | / | Opt Out | / | None |
| 1st Party (own use) | Consented | mail | Y | N | N | Opt Out | N | None |
| | | telephone | Y | N | N | Opt Out | N | None |
| | | email | Y | N | N | Opt Out | N | None |
| | | VM / SMS | / | / | / | Opt Out | / | None |

**B2B
Partnerships & Sole
Traders**

DPA - PECR - GDPR

| | | | Collected fairly and lawfully | Reasonable expectation of how their details will be used | Expectation of how long their details will be used for | Opt In or Opt Out | Consented by Category | Max Period of Use |
|------------------------|---------------|-----------|-------------------------------|--|--|---|---|-------------------|
| 3rd Party | Public Domain | mail | Y | Y | Y | Opt Out | N | 12 months |
| | | telephone | Y | Y | Y | Opt Out | N | 12 months |
| | | email | Y | Y | Y | Opt Out (generic email addresses only: info@ etc) | Y | 12 months |
| | | VM / SMS | / | / | / | / | / | / |
| | Consented | mail | Y | Y | Y | Opt In | N | 6 or 12 months |
| | | telephone | Y | Y | Y | Opt In | N | 6 or 12 months |
| | | email | Y | Y | Y | Opt In | Y | 6 or 12 months |
| | | VM / SMS | Y | Y | Y | Opt In | Y | 6 or 12 months |
| 1st Party (own use) | Consented | mail | Y | Y | Y | Opt in (can be pre-ticked) | N (or yes if not relating to the product/service purchasesd or enquired about) | 6 or 12 months |
| | | telephone | Y | Y | Y | Opt in (can be pre-ticked) | N (or yes if not relating to the product/service purchasesd or enquired about) | 6 or 12 months |
| | | email | Y | Y | Y | Opt in (can be pre-ticked) | N (or yes if not relating to the product/service purchasesd or enquired about) | 6 or 12 months |
| | | VM / SMS | Y | Y | Y | Opt in (can be pre-ticked) | N (or yes if not relating to the product/service purchasesd or enquired about) | 6 or 12 months |

The purpose of this table and its contents is as a quick reference guide only and by no means replaces your responsibility to carryout full and proper data protection due diligence.