

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.