



Impress your clients

5 steps to boss GDPR

Boss your next meeting on GDPR

We know that GDPR is not the most exciting subject in the world, but it is a piece of legislation that is having a huge impact across the EU. It will impact all your clients, so make sure you are fully up to speed with our 5-step guide to bossing your next meeting on GDPR.

1. Data Audit – Ensure your client has reviewed what data they hold in their business, whether it all sits in one place and that information on customers can be accessed

quickly and easily. If the answer is NO then DBSdata can help you conduct a compliance audit of their business and talk to them about developing a single customer view.

2. Privacy Policy Review – Ensure they have updated their privacy policy about how they intend to use customer data and that their customers have been fully informed about any changes. Ensure customers have the opportunity to opt-out of any processing of their data and that they have obtained positive consent for any email or telephone

channels. Does your client need advice? Then come speak to DBSdata and we can provide comprehensive guidance on how their Privacy Policy may need to be adapted for their business.

3. Legitimate Interest for Direct Mail – can you still use direct mail? The clear answer from the ICO is that your clients can still use direct mail to communicate with customers under legitimate interest if they have conducted the balancing test through a Legitimate Interest



To find out more about our data compliance consultancy and other data solutions please contact us on 01245 397 570 or email thesalesteam@dbpdata.co.uk





► Assessment or LIA. This can even be used to utilise third party data for prospect activity as long as the third-party data source has collected their data fairly and lawfully. DBS data have a fully compliant data set of 35m records which can be used for prospect activity so come and speak to us if you want to know more and if you need help with your clients LIA.

4. Data Cleanse – Article 5 of the GDPR explicitly requires organisations to ensure that all customer data is kept accurate and where necessary, up-to-date. Accurate data is essential not only for GDPR compliance, but also to ensure that analysis and machine learning is accurate and that your clients are not wasting budget (which can go into your next campaign!) on poor data. DBSdata are the experts at cleaning and keeping data up-to-date, so if your clients' needs to conduct a data cleanse in order to remove

goneaways or deceased, ensure data is mailable using PAF or to verify that email addresses or telephone numbers are still valid, then speak to us today about getting a quote.

5. Know Your Dates – Know Your Dates – the GDPR comes into force on the 25th May 2018 so your clients should be well on their way to compliance, however GDPR does not just end there. Your clients must regularly review how every campaign may affect compliance, especially through any data collection. They must regularly review every aspect of their business and don't forget your campaigns may impact compliance, so make sure you think through any new acquisition strategy. E-Privacy is also on the horizon in the second quarter of 2019 so even for those late starters, DBS can help any business, large or small, and guide them through the process to data compliance.

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“Direct Mail using compliant third party data remains viable using Legitimate Interest. GDPR is about Privacy by design, not by default”

Adam Williams, CEO, DBS Data

As your valued partner we want to ensure that you have all the tools necessary to boss your next meeting so if you have any further questions or want to talk about any of our services above then speak to your account manager today.