



5 STEPS TO GDPR COMPLIANCE

STEP 1

AUDIT

- ✔ Document what data is collected, where it is saved, for how long, who has access, how is it shared and used
- ✔ Is the data safe?
- ✔ Are all staff appropriately trained?

STEP 2

REVIEW

- ✔ Review all data and instances of consent, to ensure:
 - ✔ Consent is freely given and unambiguous (no pre-ticked boxes or assumed consent)
 - ✔ Consent can be as easily withdrawn as given (clear preference settings and easy unsubscribes)
 - ✔ There is legitimate interest and individuals have consented to receive communications. Do not send unexpected communications that do not add value.

STEP 3

TRANSPARENCY

- ✔ Review and update Privacy Policy for complete transparency
- ✔ Ensure it is clearly worded and in sections explaining:
 - ✔ What data is collected and why
 - ✔ How long data is kept for
 - ✔ Who data is shared with and why
 - ✔ How individuals can update or remove their data and choose their communications preferences

STEP 4

CHECK

- ✔ Appoint a data controller
- ✔ Check and ensure all third parties you work with are compliant

STEP 5

CONTROL

- ✔ Stay in control and familiarise yourself with GDPR, UK Data Protection Act and Privacy Electronic Communication Regulations

The General Data Protection Regulations (GDPR) comes into force on:
25th May 2018

This is a great opportunity for businesses to make their marketing more effective. Better data, better targeting and relevant marketing eliminates wasted effort and cost and helps you build your business faster.

LET'S TALK GDPR
01727 226 202 | bcmagency.co.uk