

# GDPR

for Marketeers

## WHAT DO YOU NEED TO DO?

By 25th May 2018



**The Right to be Forgotten**  
Marketeers must be able to delete records if requested by customers

**Data Housing Governance**  
Data protection must be built into business processes and systems from the start.

**Communications Opt-in**  
All forms of marketing, telemarketing and direct mail will require explicit-opt-in permission.

**Legacy Data**  
Don't discount your legacy database but remember, you'll still need their explicit opt-in to communicate with them. If you intend on using Legitimate Interest, ensure that you understand the implications.

**Personal profiling**  
Marketeers will need to seek additional permission before profiling the personal data they hold.

## 6 STEPS TO GDPR COMPLIANCE



- 1 State of Readiness
- 2 Compliancy Mapping
- 3 Opt-in Strategies
- 4 Permission Management
- 5 Data Analysis
- 6 Ongoing Optimisation and Review

## THE FINES

**20 million €**

or **4% of your annual turnover**, whichever is greater. The regulation will apply to non-EU organisations operating within the European market.



## HOW DO YOU COMPARE?

How are other businesses preparing for GDPR?

29%



of all UK businesses don't understand what's required.

68%



of UK organisations plan to carry out a data audit.

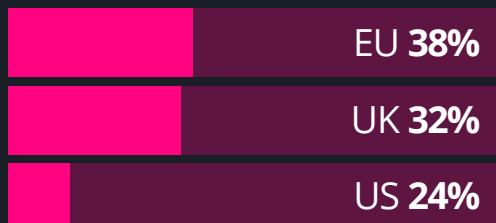
4%



of UK businesses consider themselves ready for GDPR

## TOP CONCERNS ABOUT GDPR

Management does not understand the impact



## THE COUNTRIES COVERED



EU countries are GDPR compliant while Canada and Switzerland just have data laws.

**CleverTouch has worked with over 40 SME to Enterprise clients preparing for and deploying a GDPR strategy.**

We know what works and, more importantly, what doesn't. We can ensure that you are both GDPR compliant and ready by the 25th May 2018 with the largest database possible. No matter what stage your organisation is at, our compliancy framework is designed to ensure that each aspect of GDPR legislation is accounted for within your business.

**Get in touch today**

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