



Principles that affect Marketers

in effect from 25 May 2018

Marketing Databases

Marketers need to run unambiguous opt-in campaigns for their future and existing contacts to avoid data shrinkage. EU customers and prospects will have to give an explicit consent to receive the communication. A provable consent record should be maintained confirming who will receive what communication and when.

Right To Access

Individuals will have a right to know why their data is being collected and how it is being used. Data will have to be centralized into a CRM system instead of using spreadsheets. Marketers will need to audit their current processes to develop policies and techniques for securing privacy controls.

Right To Erasure (be forgotten)

Marketers will need to erase an individual's data on his/her request. The erasure will have to be processed without delay. Hence marketers will need to review their existing systems to ensure that erasures are managed efficiently.

Data Portability

Individuals can request their personal data in a structured and common electronic format. Marketers will need to review their IT systems to ensure that the portability requests can be processed with agility.

Privacy By Design

Marketers will need to implement privacy as a fundamental aspect of their data management technology. Techniques like pseudonymisation can ensure that the personal data is protected by design. The privacy policy statement should be clear and easy to understand.

Data Protection Officer (DPO)

Organizations will have to appoint DPO's within the marketing division to supervise personal data processing and review GDPR best practices.

Breach Notification

The IT security and marketing functions should be able to detect and report breaches without delay. Personal data breaches will have to be reported within 72 hours of being identified.

Email Marketing

Marketers will no longer be able to add contacts automatically or buy lists for email marketing campaigns. Opt-in consent will be required to communicate with an individual as part of the lead generation campaign. The marketing databases will need to be audited to remove the contacts that did not opt-in. As growth of new database will be slower, sales reps will have to connect with prospects through social channels rather than emails.

