

# The General Data Protection Regulation (GDPR): How to get GDPR consent



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# Executive summary

At first glance, the General Data Protection Regulation (GDPR) can look like a mountain to climb. The GDPR raises issues with how you secure the information you keep about your clients and customers, and also your staff members.

The GDPR is a huge topic, and this practical guide isn't designed to give you a complete overview of all your requirements. There are plenty of data protection consultants doing that.

What this guide can do for you though, is show you what to do with your database of contacts – whether that is the contacts you already have in your marketing list, new contacts you meet when networking, or when you receive requests to unsubscribe from your communications or to be deleted completely, often called “the right to be forgotten”.

This guide will take you through the steps you need to take, split into sections.

Section 1 outlines what the GDPR is.

Section 2 takes you through the steps to getting provable, recorded opt-in by your contacts. It also enables you to capture additional information on your contacts – like which of your products and services they are interested in – that you can use to improve your marketing.

This section only deals with your contacts where you have working email addresses. The next section deals with contacts for whom you don't have an email, or where the email bounced.

By the end of this project, you will have about 30-50 per cent of your contacts opted into your future marketing activity. These are keen contacts, who are keen to hear from you. It may

not be as big as your old list, but this is the best marketing list you could ever hope for. You'll know who wants to keep in contact with you, how they want to keep in contact with you, and on what topics and services you offer help with. You should thank the GDPR for making you do this – you will really appreciate knowing what your contacts want.

This section can feel like a huge mountain to climb. There is no reason why you would have ever done anything like this, or on this scale before. But it need not be as daunting as expected. Much like the old saying – “How do you eat an elephant? One mouthful at a time” – this section breaks up the task into small manageable steps that you can easily do.

This guide is designed to cut your admin burden, not have you spend hours and hours updating your database manually when contacts tell you their correct details.

You may think sending your letters and logging the responses is going to take you ages. With a few clever and alternative approaches to sending letters, collecting responses, and updating your database, it won't.

Section 3 deals with how you can manage unsubscribe requests from your contacts (when your contacts ask you to stop emailing them), plus what to do when you receive “the right to be forgotten” requests as the law puts it. But you'll find nobody says this unless they know the law; most will say “please delete from your database”. And it also deals with how you can process and manage any new contacts your colleagues meet.

Section 4 shows you how to utilise the extra information you captured when asking for consent to improve the experience your contacts have with you – from receiving more relevant mailings, spotting cross-selling opportunities, to introducing the right people in your organisation who can help them with their business issues.



## About the author

Simon McNidder is an independent CRM database consultant. His company, Database First Aid, offers organisations proven advice (or assistance) on setting up or improving CRM and marketing data, databases, and eMailshots. Simon has spent over 20 years using, managing, and implementing CRM databases, mostly in law and accounting firms, including 15 years at Pinsent Masons as their CRM database manager (where he won two national CRM industry awards). Simon can help find you more clients and increase revenues simply through using your current data more effectively.

If you need help combining all your lists or duplicate contacts, finding and implementing the right CRM database for your unique situation, or ways to improve take-up of your current CRM system, please get in contact; Simon can help.