

Privacy

GDPR COMPLIANCE

Data

OPT-IN LIST MANAGEMENT

Before GDPR sets in roll-out email campaigns to seek consent and gain opt-ins through your contact database.



UNSUBSCRIBE & RIGHT TO FORGET OPTIONS

GDPR gives power back to the individual. The recipient chooses what to be informed about and opt out of communications that are of no value. All opt-ins and opt-out requests will be managed and updated regularly.



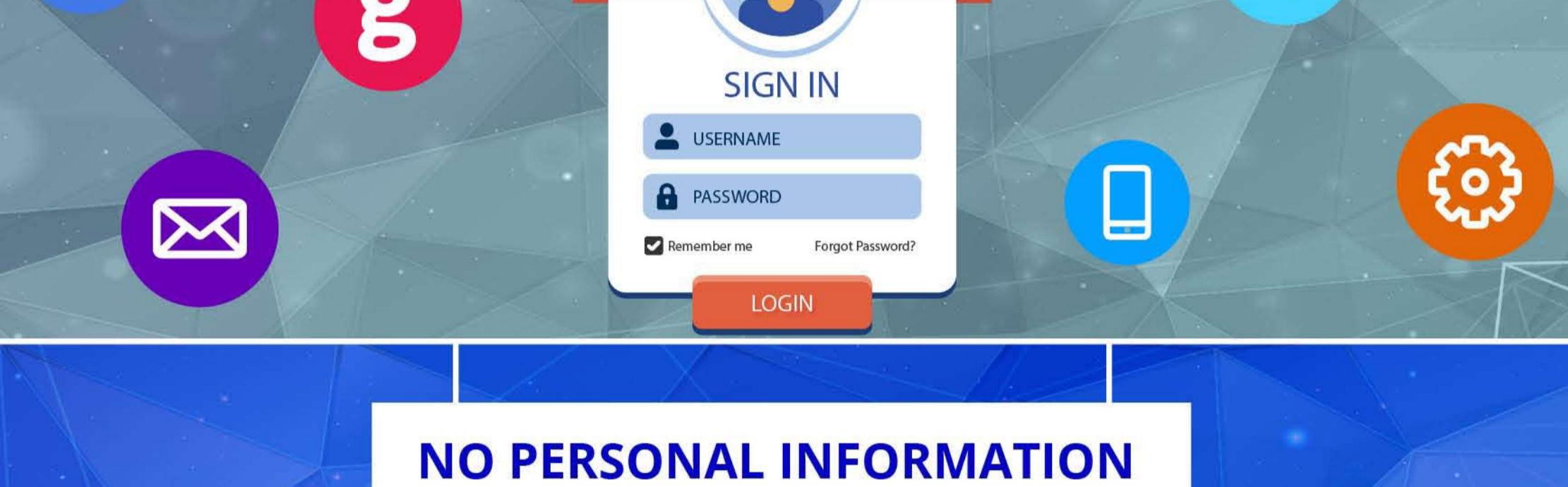
B2B COMMUNICATION ONLY FOR INDEMNIFICATION

Every email communication will mandatorily have the option to unsubscribe. The 'right to forget' option ensures all details of the recipient are completely erased. And any B2B communication will be to notify indemnification.



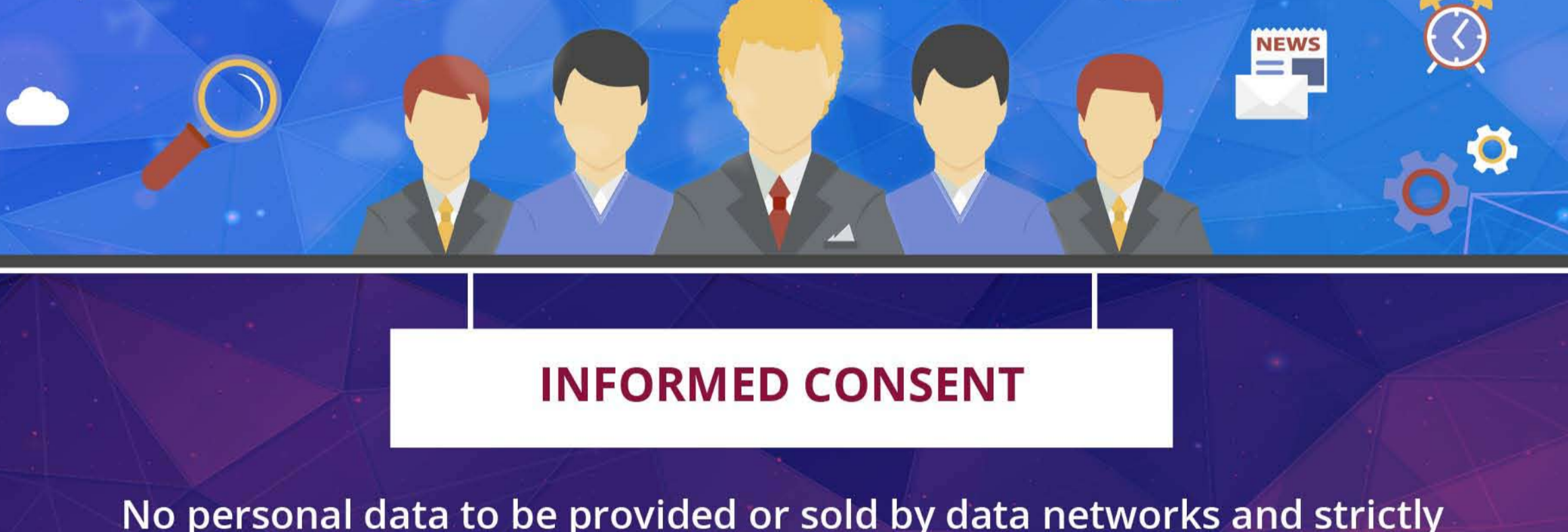
SIGNUP FORMS

B2B communication only sent as part of this indemnification guarantee to business emails (strictly no personal emails or free domains)



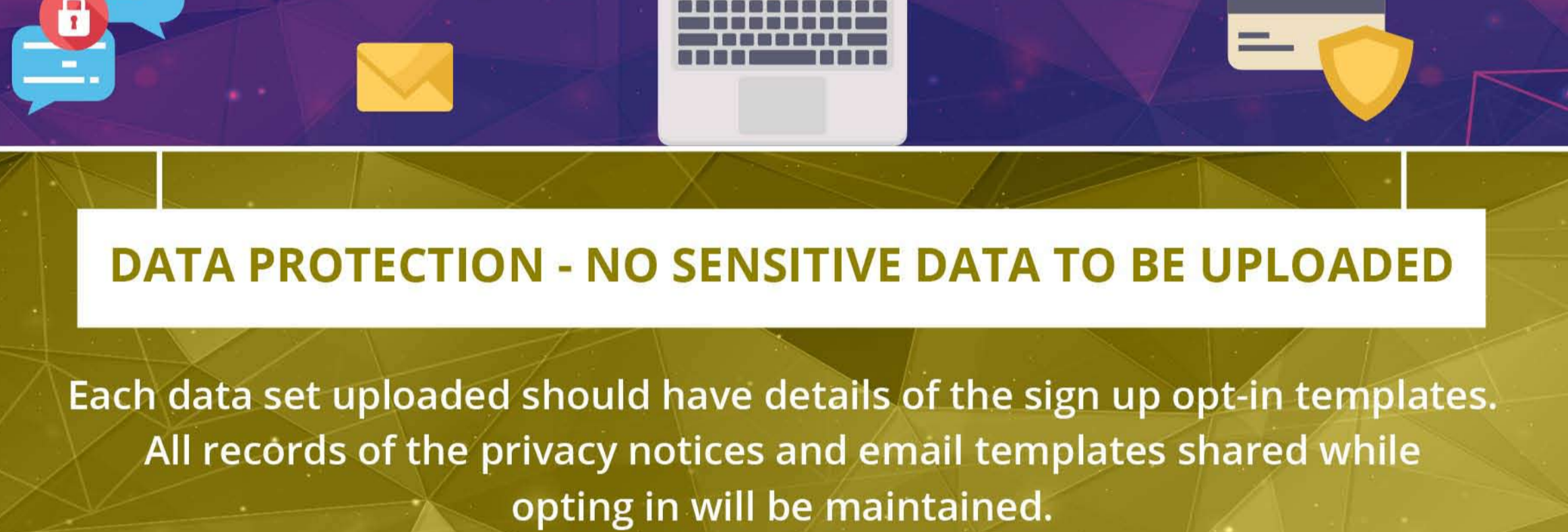
NO PERSONAL INFORMATION

Only Business Contacts - All Intentions to email multiple things are made clear, with the option to opt-in to offers or newsletters by email or offers via SMS from a specific brand of your company.



INFORMED CONSENT

No personal data to be provided or sold by data networks and strictly no data purchases outside this network except for when the B2B information is approved.



DATA PROTECTION - NO SENSITIVE DATA TO BE UPLOADED

Each data set uploaded should have details of the sign up opt-in templates. All records of the privacy notices and email templates shared while opting in will be maintained.



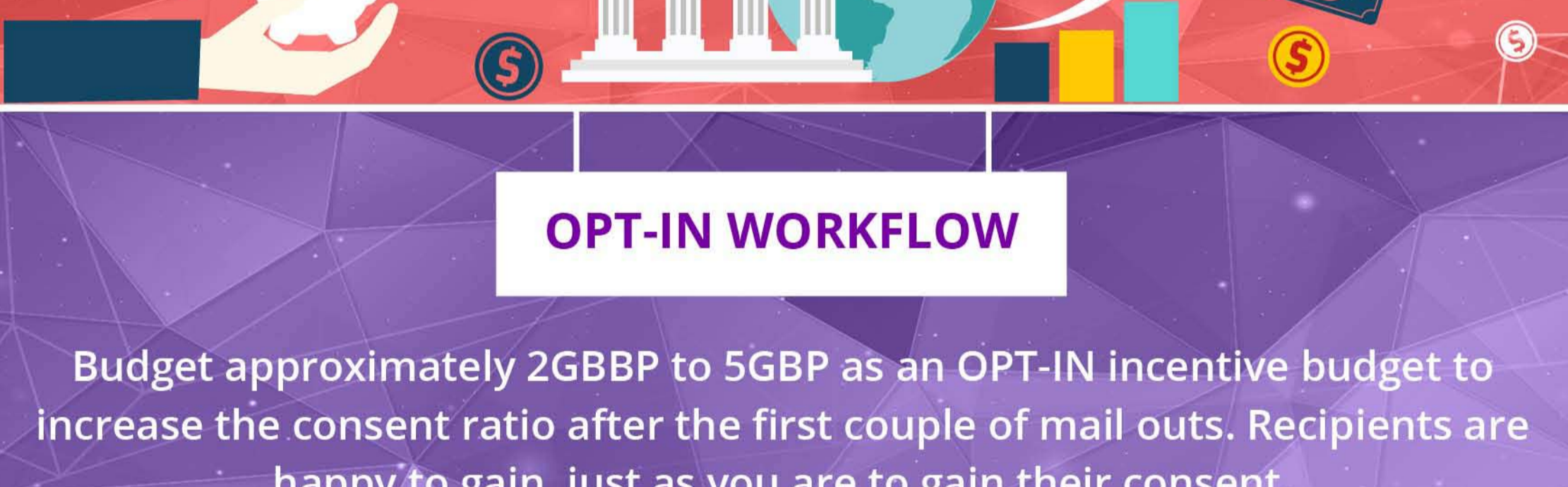
EXISTING DATA - CONSENT CAMPAIGNS

No sensitive and personal data and any records of criminal convictions and data related to any offense is not to be uploaded on the platform.



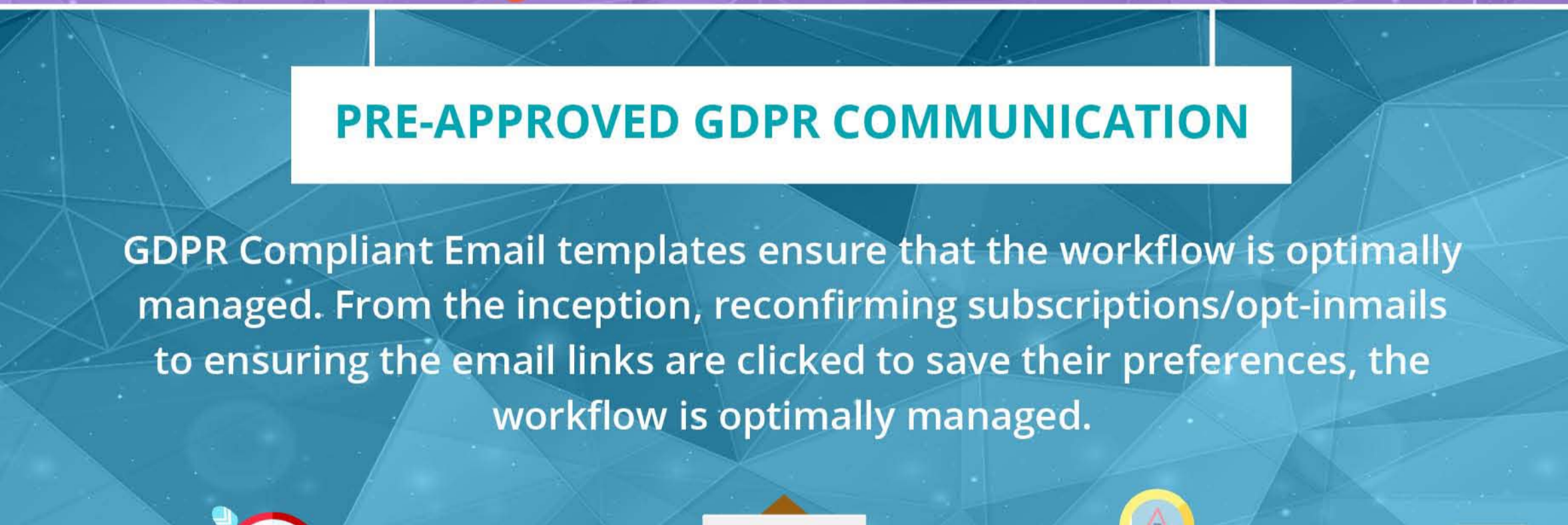
OPT-IN INCENTIVE BUDGET

Another great way is to seek consent is by sharing multiple offers to the existing database before GDPR kicks in.



OPT-IN WORKFLOW

Budget approximately 2GBBP to 5GBBP as an OPT-IN incentive budget to increase the consent ratio after the first couple of mail outs. Recipients are happy to gain, just as you are to gain their consent.



PRE-APPROVED GDPR COMMUNICATION

GDPR Compliant Email templates ensure that the workflow is optimally managed. From the inception, reconfirming subscriptions/opt-in mails to ensuring the email links are clicked to save their preferences, the workflow is optimally managed.



SINGLE OPT-IN CAMPAIGNS & DOUBLE OPT-IN ENABLEMENT

All email templates are reviewed and pre-approved before sending.



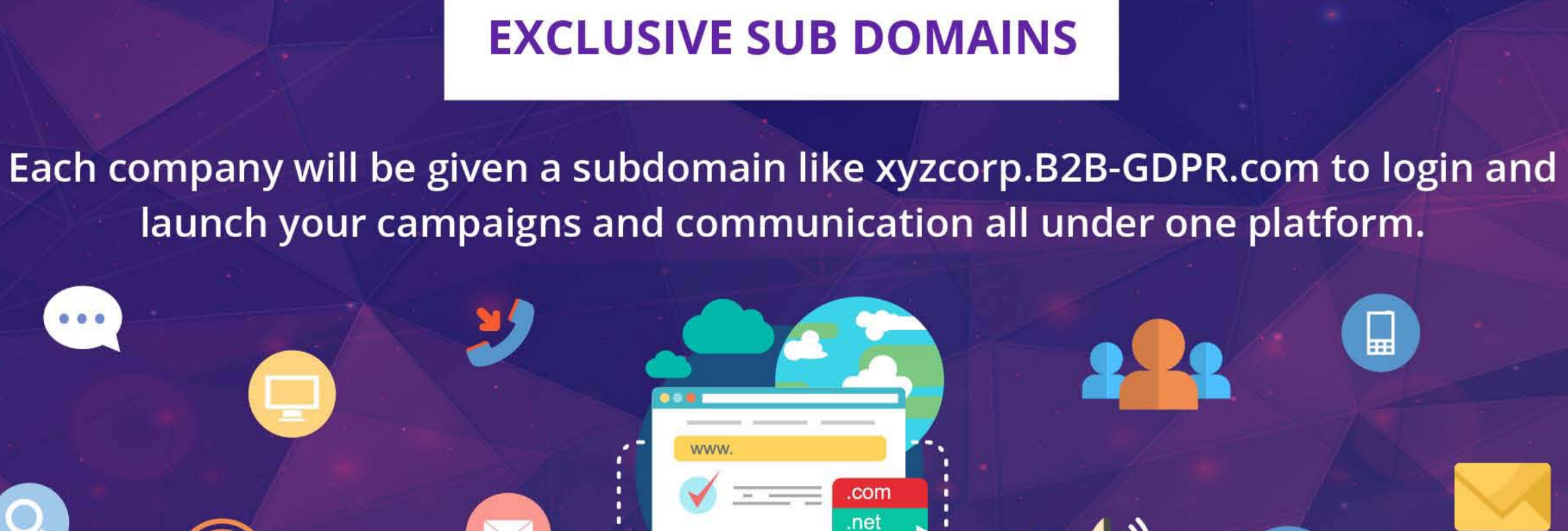
INDIVIDUAL BUSINESS DOMAIN EMAILS

The signups via Email campaigns, pop-up forms placed on your website or via article downloads or using inbound social media to send visitors to signup forms are approved for individual business domain emails and not personally identifiable generic emails.



GDPR COMPLIANT B2B EMAIL MARKETING PLATFORM

All Communication to email addresses which are not personally identifiable data is permissible and approved apart from all Individual B2B emails



EXCLUSIVE SUB DOMAINS

Each company will be given a subdomain like xyzcorp.B2B-GDPR.com to login and launch your campaigns and communication all under one platform.

