



# GDPR

The General Data Protection  
Regulation - starts Friday  
May 25th 2018



# What online entrepreneurs need to know

The General Data Protection Regulation (GDPR) is a legal framework that sets guidelines for the collection and processing of personal information of individuals within the [European Union \(EU\)](#).

## What countries are in the European Union?

Austria, Belgium, Bulgaria, Croatia, Republic of Cyprus, Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Ireland, Italy, Latvia, Lithuania, Luxembourg, Malta, Netherlands, Poland, Portugal, Romania, Slovakia, Slovenia, Spain, Sweden and the UK.

# Which actions are covered by the GDPR?

- Every process of personal data - that start with collecting the data, what you do with it; store and like sending emails etc and deleting the data

Under personal data applies to all that can be related to someone in the EU like; names, email address, physical address, IP address and info that is automatically collected

- Any type of processing and information you add to the contact in your database- this can be collected automatically by the optin form or in another way like; surveys, quizzes, etc or when you segmenting or tagging in your CRM (Customer Relationship Manager)database, this is called monitoring what they are doing and also is included in the GDPR.

# For who does the GDPR apply to?

- Everyone in the EU
- Interacting from outside the EU to people in the EU
- Interacting in the EU to people outside the EU

Site note: if you are collecting email addresses via the internet people who you are NOT targeting (people inside the EU) can find your optin page and give their information.

SOLUTIONS --- wait for it

# Main principles of the Data Protection Act

Personal Data must be (in a nutshell)

1. Fairly and lawfully processed.
2. Processed for limited purposes
3. Adequate, relevant and not excessive
4. Accurate
5. Not kept for longer than is necessary
6. Processed in line with your rights
7. Secure
8. Not transferred to other countries without adequate protection

MORE INFORMATION YOU CAN FIND AT [www.ed.ac.uk/records-management/data-protection/what-is-it/principle](http://www.ed.ac.uk/records-management/data-protection/what-is-it/principle)

# The GDPR provides the following rights for individuals (in the EU)

1. The right to be informed
2. The right of access
3. The right to rectification
4. The right to erasure
5. The right to restrict processing
6. The right to data portability
7. The right to object
8. Rights in relation to automated decision making and profiling.

# You Will Need to Change the Way You Collect Email

## Addresses From Potential Leads In Your Marketing Efforts:

- You need to have separate consent for every lead magnet/ offer/course/ added to your email list.
- A freebie must stay free- add no condition for getting it
- You have to sell prospects on the benefits of your list to get them to voluntarily sign up (not just as a requirement to get your lead magnet, freebie, or webinar registration).

# What to do with your email list

For non-EU entrepreneurs: Start by segmenting your list into two parts:

- 1) Non-EU subscribers
- 2) Subscribers from EU and any unknowns (treat them as if they are in the EU)

Many of the email service providers have this functionality or are currently rolling it out.

# Why should I segment?

- You are going to re-engage with the subscribers from your EU (and those who are unknown) segmented portion of your list before May 25. The results of your re-engagement campaign won't be great. You want to figure out how you can keep people on your list without getting a new consent.
- For the non-EU list, you can continue communicating with them just like you have been.
- If you have people that opted in cleanly to your newsletter, you can probably put them in the "ok" category. These people have given you consent to receive your marketing emails.