The Ferrier Pearce guide to...

Getting started with the GDPR

We all know it's coming. We all know there's a lot to do and there's still a certain amount of ambiguity about what actually needs to change, but here are some practical examples of things that organisations need to do in some of the areas where data protection rules are getting stricter as a result of the GDPR.

1 What personal data do you hold?

This has to be your starting point. Trawl through all the data you hold and work out what constitutes personal data - remembering that includes behavioural data, location data, IP addresses etc.

You then need to look at why you hold it - if you only need to know someone's name, email address and preferences to send them an email, then that's all you should keep in your marketing database.

2 Where is it?
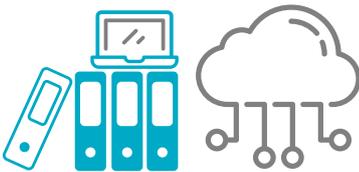
Organisations need to understand where any servers holding your data are hosted - even if they are in "the cloud". Whether they are in the EU or not becomes increasingly important.

Also check your local applications, databases, spreadsheets, old tools you stopped using years ago but still have accounts for - this might even save you some money.

4 Map out your process
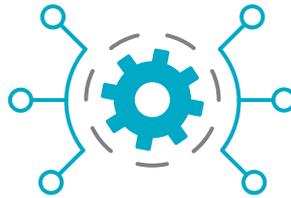
It's really useful to spend some time mapping out your processes and working out where the touchpoints are - where you are asking people to provide you with personal data (contact forms etc), where you are transferring data to other parties (such as email marketing platforms).

This allows you to really focus on the areas you need to review and possibly change as a result of GDPR.
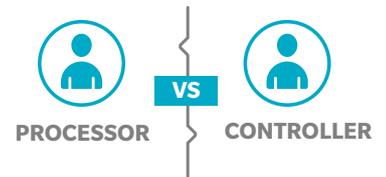
3 Is it up to date?

It's likely you'll find a load of data you don't need any more and can either delete or transfer ownership (securely) to the data controller.

This will make the task of checking everything is up to date a lot easier.

5 What are you accountable for?

PROCESSOR vs CONTROLLER

If you have an agency, marketing platform or other supplier capturing and processing data on your behalf, they will be acting as the data processor as they are being instructed on what data to collect and what to do with it. You will be the data controller and therefore ultimately responsible for the data.

6 Check your consent

How do you achieve consent when you collect personal data? Check your privacy policies, cookie policies, terms and conditions on websites, marketing emails and anywhere else you are capturing or using personal data. Pre-checked boxes and small print messages are not enough.

Get in touch

📱 +44 (0) 203 772 5370   ✉ hello@ferrierpearce.com

Ferrier Pearce