

# COMMUNICATING GDPR LEGAL REQUIREMENTS

Having trouble keeping up with GDPR requirements? Here are the key data collection practices that brands need to communicate in order to transform GDPR compliance into a brand asset:



## BRANDS MUST OFFER THE RIGHT TO OBJECT

Data subjects must have the opportunity to voice objections to marketing and profiling. This right must be stated “clearly and separately” at the time of data collection, which means that you’ll want to explain to customers how their data is going to be used and how profiling will affect them during sign-up.



## AT ANY TIME, DATA SUBJECTS HAVE THE RIGHT TO BE FORGOTTEN

The right to be forgotten refers to the data subject’s ability to request the erasure of personal data from databases. This right is more than a simple request to stop marketing, because only minimum data can be retained for suppression purposes. From a technical perspective, erasing entire consumer profiles or using data removal tools to strip files of their metadata can be challenging, especially **without an integrated data warehouse architecture\***.



## GET READY TO RESPOND TO REQUESTS TO ACCESS DATA

The data subject’s right to access data held by companies is also enshrined under Articles 13 and 14 of the GDPR. The maximum legal timeframe for responding is set at one month, which means that it is vital to **identify a request to access data as early as possible**. Consider setting up a procedure in place to respond to requests in a timely manner.



\*[www.selligent.com/products/capabilities/universal-consumer-profile](http://www.selligent.com/products/capabilities/universal-consumer-profile)



## BRANDS MUST PROVIDE PERSONAL DATA IN A MACHINE-READABLE FORMAT TO DATA SUBJECTS

GDPR gives customers a new right to “data portability,” which means brands must be able to transfer electronic records of personal data, for example, when data subjects intend to switch service providers. Keeping all personal data and customer interactions (permissions, requests for erasure etc.) stored in a centralized, accessible manner can be a tall order... unless you’re a Selligent Marketing Cloud client. Selligent Marketing Cloud provides extensive auditing tools to help the monitoring of data movement across platforms and API activities.



## BRANDS MUST BE PREPARED WITH A COMMUNICATION PLAN IN PLACE IN CASES OF DATA-RELATED EMERGENCY

As part of the GDPR’s Accountability Principle, companies must notify data subjects of data collection changes in a timely manner. Additionally, if a company experiences a data breach that exposes unencrypted consumer data, they must also notify consumers within 72 hours after becoming aware of that event. That means that companies are expected to maintain and keep complex records for customer data, and that they should have a communication plan in place (with the right message templates) for the appropriate emergencies.



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