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**GDPR Masterclass  
Summary Download**

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# What is GDPR?

The GDPR came into effect on 25th May 2018.

The EU General Data Protection Regulations (GDPR) update the out-dated data protection directives. This was because older versions of data protection legislation did not cater for modern technologies, such as IP addresses and mobile devices.

The GDPR now classifies information such as mobile devices (especially location and other identifying factors), IP address, and cookies that track identifiable data as 'personal data'.

The regulation also means companies are required to clarify how, why, and when they are going to use personal data. For example, no longer is a 'soft opt-in' acceptable: you can't put a ready-ticked box on a competition entry that gives you permission to contact an individual for marketing purposes. This box must be specifically ticked – which constitutes explicit consent – in order to be GDPR compliant.

## Why GDPR Exists

There were some outdated marketing policies, which didn't take into account the growth of the internet in recent years.

The GDPR was introduced as a measure to further protect the data of individuals residing in the European Union, and to reduce the amount of spam marketing activity that happens.

# How GDPR Affects Small Businesses

While the introduction of GDPR seemed like a hassle for small businesses, it can actually work in your favour.

You now have to confirm with your customers how you can contact them, and what you can contact them about.

The new GDPR policies are going to make sure you have a clean marketing database. It's a great opportunity to collect more specific customer information, such as their niche interests related to your business, for more targeted marketing.

With your new GDPR-compliant database, you'll be able to spend less on your marketing overall, but see greater ROI as your audience becomes more targeted – and more interested. You'll be contacting customers who have explicitly said they are interested in hearing about your business – which makes them warm leads ready to buy!



# Were Small Businesses Ready for GDPR?

We surveyed approximately 1300 small business owners about their understanding and preparation ahead of the new legislation.

Here are the rather interesting results:

**12Kg**

Average weight of waste produced by the education industry to become compliant.

**34%**

were either fully compliant or well on their way in time.

**44%**

of small businesses surveyed had used direct mail.

**40%**

of small businesses had to reproduce marketing materials for compliance.

**66%**

of small businesses DID NOT know how GDPR would affect them.

**73%**

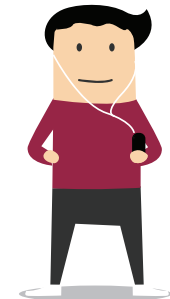
were yet to write to customers asking them to opt in to their marketing.

“Direct mail has helped introduce our product and services to prospective clients”



Christopher Probert, Kynoch Vets  
Animal Care Sector

“In a world where everything comes and goes from your inbox, direct mail is far more effective”



Paul Webb, Foundation Multimedia  
Creative Sector

**46%**

of small businesses were more likely to use direct mail as a marketing method after the changes.

**50%**

of small business Bosses & Owners awarded direct mail a successful rating against various other marketing.

# How to Make Your Print GDPR Compliant

We've looked at an overview of GDPR, how it affects your data handling as a small business, and how to use it to your advantage.

Here, we've got a quick-look guide to help you make sure your next GDPR-friendly direct mail or flyers campaign goes smoothly!

When creating your flyers, remember to follow these four steps...

## Remember: No Coercion!

You can't include an exclusive discount or offer that is solely available to those who sign up to receive marketing communications from you.

If you're promoting a discount, this discount must be available to everyone. You can, however, offer a different opportunity for those who sign up – again, you can't promote an immediate cash incentive. Doing this means you're not offering an undue incentive, as you do have offers which are available to all and not just those who sign up to receive marketing.

## Use An Opt-In Tick Box

Gone are the days of the opt-out tick box! Those are known as a "soft opt-in" and under the GDPR it's no longer suitable. Whenever your flyer or postcard requests the reader to include their personal information, you need to include a tick box.

Next to this tick box, you must clearly state what you will be using their details for. For example, you could say "Please confirm that you are happy for us to use this information to contact you via email for marketing purposes. We will not share your details with a third party."

## Tell People What You Are Doing with Their Data

If you're sending out marketing print under the 'legitimate interest' clause of GDPR, you do need to tell people a) what you're doing with their data, and b) that they're allowed to opt out at any time.

For example, you may wish to include a short line such as: "You've received this mail as a previous customer of Your Company. Remember, you can always email [hello@yourcompany.com](mailto:hello@yourcompany.com) if you don't wish to hear from us."

## Keep a Record

As part of GDPR you must be able to prove explicit consent from your customers.

If you're sending out direct mail which requires customers to interact – for example, to enter a competition – you must keep all physical and digital records of this consent.



# What Do I Need Consent For?

You must obtain consent from customers to contact them for non-transactional communications. For example, if you send your invoices by email, you don't need consent. However, you can't send the same person your email newsletter without them giving explicit consent.

You don't need consent for personal data in the public domain, such as email addresses which are listed on a business website.

Consent must be freely given and unambiguous. You can't, for example, say that consent is provided for someone to receive marketing telephone calls from you if they have purchased a product from your business. They must explicitly agree to this.

# 'Lawful Basis' For Handling Data

A lawful basis is when a customer has given you consent to access and use their personal information, or when there is a benefit as a 'legitimate interest' to your business that does not override the fundamental rights of the individual.

For example, a customer must give you permission to allow you to email them a regular newsletter. However, if you are running a local event and want to send direct mail to businesses in the neighbourhood, this is allowable.

# What is the Right To Erasure?

An individual has the right to request access to view the data you hold on them. You must supply this on request.

They can also ask to be removed entirely from your system, which you must also comply with – although there are a couple of exceptions.

For example, you may remove all data for someone if they have not completed a transaction with your business. You may not, however, remove any financial transactions. To avoid breaching compliance, it is recommended that records with a request for erasure that include financial transactions are archived on a separate database that can only be accessed by limited individuals.

