



## RGA GDPR Data Management Lab

- helping businesses use their B2B data to sell effectively and grow sales in the new GDPR environment

RGA's DataLab will prepare your data ready for implementation of GDPR legislation in May 2018. And then, after implementation, help you manage and generate more business from sales and marketing data.

### 3 Step Communication Plan:

**STEP1: TELEPHONE CONTACT** by calling each contact to establish an interest and preference in receiving information from your organisation:

*GDPR Data Cleaning includes:*

1. Data audit, merging separate data sheets
2. Removal of mis-formatted data & duplications
3. Focused calling to the remaining core data to gain multi-channel opt-ins to create a key clients list

Those who can't be contacted by telephone will be transferred to STEP2

**STEP2: EMAIL "opt in" invitations sent to those who cannot be contacted by telephone**

Email will be sent to those not spoken to by telephone inviting them to be included on your multi-channel marketing database. Creating a valid reason why they should be included will be imperative. We shall help build the email and provide sample templates.

FOR EXAMPLE:

**We would love to communicate with you** and introduce you personally to our special announcements / promotions. So, please indicate below how you wish to receive information from us. You can stop these communications at any time, just let us know by emailing us at [contact@youraddress.co.uk](mailto:contact@youraddress.co.uk)

YES, I would like to receive communication by telephone	<input type="checkbox"/>
YES, I would like to receive communication by post	<input type="checkbox"/>
YES, I would like to receive communication by email*	<input type="checkbox"/>

\*EMAIL: It's great being able to send you regular great offers as they go live. But, we're aware your inbox is a special place, so we've built these options to put you in control:

*Already booked with a meeting venue (service) and want to put our relationship on hold? If you would like to take a break for a while we totally understand and won't bombard you with emails:*

No Break	3 Months	6 Months
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If you choose to break up with us, we'll be sorry to see you go, but hope to see you again in the future. Goodbye, for now, UNSUBscribe here.

**STEP3: The GDPR Opportunity with Mail - “opt in” invitations sent to those who cannot be contacted by telephone or email**

A5 postcards will be sent to those not already contacted asking (incentivising) them to complete a short questionnaire to capture data and outline its use. Creating a valid reason why they should be included in your list will be imperative. We shall help design, organise printing & fulfilment and despatch by Royal Mail.



**The rules for GDPR compliance are quite simple**

- **Don't contact someone (private and business) without their consent** (except by post)
- **Don't assume they want to hear from you.**
- **Don't cold contact them, and don't send them irrelevant information that they didn't request.**

**Projects will be priced on an ad hoc, step by step, basis. For each Step, an outline of the work and quotation will be raised. RGA will not commence work until formal confirmation (at each stage) is received.**

**RGA DataLab helping keep your data compliant in the new data environment.**