



GDPR Data Management Lab by RGA

helping businesses utilise B2B data to sell effectively and improve revenue in the new GDPR environment

DataLab by RGA, specialise in managing B2B data for direct marketing use by the meetings & hospitality industry in a new GDPR era. Using our knowledge and experience to identify ways of increasing customer engagement, we offer a range of practical solutions to help generate sales and increase revenue.

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 existing data sheets
2. Removal of mis-formatted data & duplications
3. Telephone remaining core data to assess “legitimate interest” and communication preference

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

STEP2: EMAIL sent to those who cannot be contacted by telephone

Email outlining corporate message/business opportunities/USPs and collecting communication preference for your direct marketing database. We shall help build the html 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

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
----------	----------	----------

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 – corporate message and communication preferences 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 outlining its use. Creating a valid reason/USP to why they should be included on your database will be imperative. We shall help design, organise printing & fulfilment and despatch by Royal Mail.



Rules for GDPR compliance are quite simple:

- **USE Legal Basis “legitimate Interest” for Direct Marketing, under certain circumstances.**
- **Don’t contact someone (private and business) without their consent or who have no legitimate interest in your product/service - (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.**
- **Maintain a secure record of those “unsubscribed” so they don’t get added back in to your database at a later date.**
- **Be transparent in your Privacy Policy about your business function, operation & intent.**
- **And, of course, no pre-ticked boxes**

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.

DataLab by RGA: keeping your data compliant in the new data environment