**Direct Marketing Checklist**

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| **Date** |  |
| **Author** |  |
| **Team** |  |
| **Activity being reviewed** |  |

GDPR has introduced new mandatory obligations which require the College to ensure data protection is integrated into all activities involving personal data. This includes Marketing where GDPR has increased legal requirements in line with the Privacy and Electronic Communications Regulation

This checklist will assist you in adhering to these new obligations, identify any required actions and act as evidence of your overall compliance.

Obtaining consent for marketing

☐ We use opt-in boxes

☐ We specify methods of communication (eg by email, text, phone, recorded call, post)

☐ We ask for consent to pass details to third parties for marketing and name those third parties

☐ We record when and how we got consent, and exactly what it covers

Bought in lists

☐ We check that the seller is a member of a professional body (or is accredited in some way)

☐ We don’t use bought-in lists for texts, emails or recorded calls (unless we have proof of opt-in consent within last six months which specifically named us)

☐ The product, service or ideals we are marketing are the same or similar to those that the individuals originally consented to receive marketing for

☐ We only use the information on the lists for marketing purposes

☐ We delete any irrelevant or excessive personal information

☐ We screen the names on bought-in lists against our own list of people who say they don’t want our calls (suppression list)

☐ We carry out small sampling exercises to assess the reliability of the data on the lists

☐ We have procedures for dealing with inaccuracies and complaints.

☐ When marketing by post, email or fax we include our company name, address and telephone number in the content

☐ We tell people where we obtained their details

☐ We provide people with a privacy notice

☐ We tie the seller into a contract which confirms the reliability of the list and gives us the ability to audit

The seller can verify that the people on the list:

☐ gave specific consent to receive marketing from us;

☐ were provided with readily accessible, clear and intelligible information about how their contact details would be used (e.g. privacy notices were easy to find and understand);

☐ were offered a clear and genuine choice whether or not to have their details used for marketing purposes;

☐ took positive action to indicate their consent (e.g. ticked a box, clicked a button or subscribed to a service);

☐ gave their consent reasonably recently (within the last six months); and

☐ in the case of texts, emails or automated calls, gave specific consent to receive marketing by those means.

Live calls

☐ We screen the numbers against the Telephone Preference Service (TPS) (or for corporate subscribers the Corporate Telephone Preference Service (CTPS))

☐ We keep our own do-not-call list of anyone who says they don’t want our calls

☐ We screen against our do-not-call list

☐ We display our number to the person we’re calling

Automated calls

☐ We only make recorded calls where we have opt-in consent

☐ We display our number to the person we’re calling

Marketing by email or text

☐ We only text or email with opt-in consent (unless contacting previous customers about our own similar products, and we offered them an opt-out when they gave their details)

☐ We offer an opt-out (by reply or unsubscribe link)

☐ We keep a list of anyone who opts out

☐ We screen against our opt-out list

Marketing Business to Business

☐ We have confirmed the recipient is a corporate subscriber

☐ We have identified ourselves and provided contact details

☐ We have provided the recipient an opt out or unsubscribe option when contacting named personnel