

Guidelines on

How You Can Win the GDPR Compliance Game



Answering your ardent queries about GDPR and how can comply with it, we intend to help you turn the compliance challenge into your favor!

eSalesData have been a leading name in the list of marketing database providers. Right from our existence, we have proved our excellence and commitment to deliver quality and accurate data. From email marketing to telemarketing, clients leveraging our verified and up-to-date database have always been achieving positive results.

Amidst this GDPR hype, we have taken timely measures to ensure that the way we process, store, and deal with customer data are efficient. We are paying particular attention and are working hard towards protecting customer data in every possible way.

Here is a list of guidelines that we follow and that can also help you to make your data compliant:

1 Data Audit

As part of our data audit service for GDPR, we help businesses to opt for a lawful data processing model and maintain transparency at all levels.

How can you audit the data you have?

-  Map your data flow with proper auditing.
-  Make a note of what information you store.
-  Document the source of data and with whom and how you share them.
-  Check the legal bases of processing of personal data.
-  Make sure you register your business with the Information Commissioner's Office; keeping them informed that you deal with personal data.

How we do it?

-  Firstly, understand the way data is stored and processed at present.
-  Secondly, track down the source of data collection and origin.
-  Thirdly, ensure that data processing happens legitimately.
-  And lastly, develop proper methods so that data processing and collections are done legally in the future.

2 Protecting Individual Rights to Data

EU's GDPR gives a significant priority to the individual's right to data including its usage, processing, and storage. Hence, you have to make sure that you offer customers the complete freedom to control their data as stated by the regulation.

According to GDPR, an individual has the following rights with regards to data:

Right to -

◆ Information	◆ Access data	◆ Make changes in information
◆ Erase data	◆ Move, copy or transfer data	◆ Object to data processing

What can you do to offer individuals their right to data?

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 Develop a Subject Access Requests (SAR) system using which you can recognize and respond to a request for personal data access.
- 
 Adopt appropriate steps to maintain the accuracy and relevance of the personal data you have in store.
- 
 Make sure you have a secure process for disposing of data that the individual has asked to erase.
- 
 Include provisions that can respond to an individual's request to restrict, copy, transfer, or securely move data from one IT environment to the other.
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 Ensure that you have systems ready to address individual's objection to the processing of their data.

How we keep clients informed?

Before storing, processing or using a customer's data, we communicate with them via telephone and email to take their consent. We inform them:

-  In our phone calls or email, we clearly state the purpose for which we might use their data
-  A brief email is sent explaining the how we will use their data and how they can use their rights to object to that.
-  Send customers emails on a regular basis to give them the option to opt-out any day
-  Inform clients that their data will be used for marketing
-  We also explain in detail the pros and cons of sharing their data
-  We maintain transparency in the way we work to ensure that customers are well informed about data usage. Based on their understanding and preferences, they can take the call and either permit or refrain us from processing their data.

3

Data Accountability and Data Governance

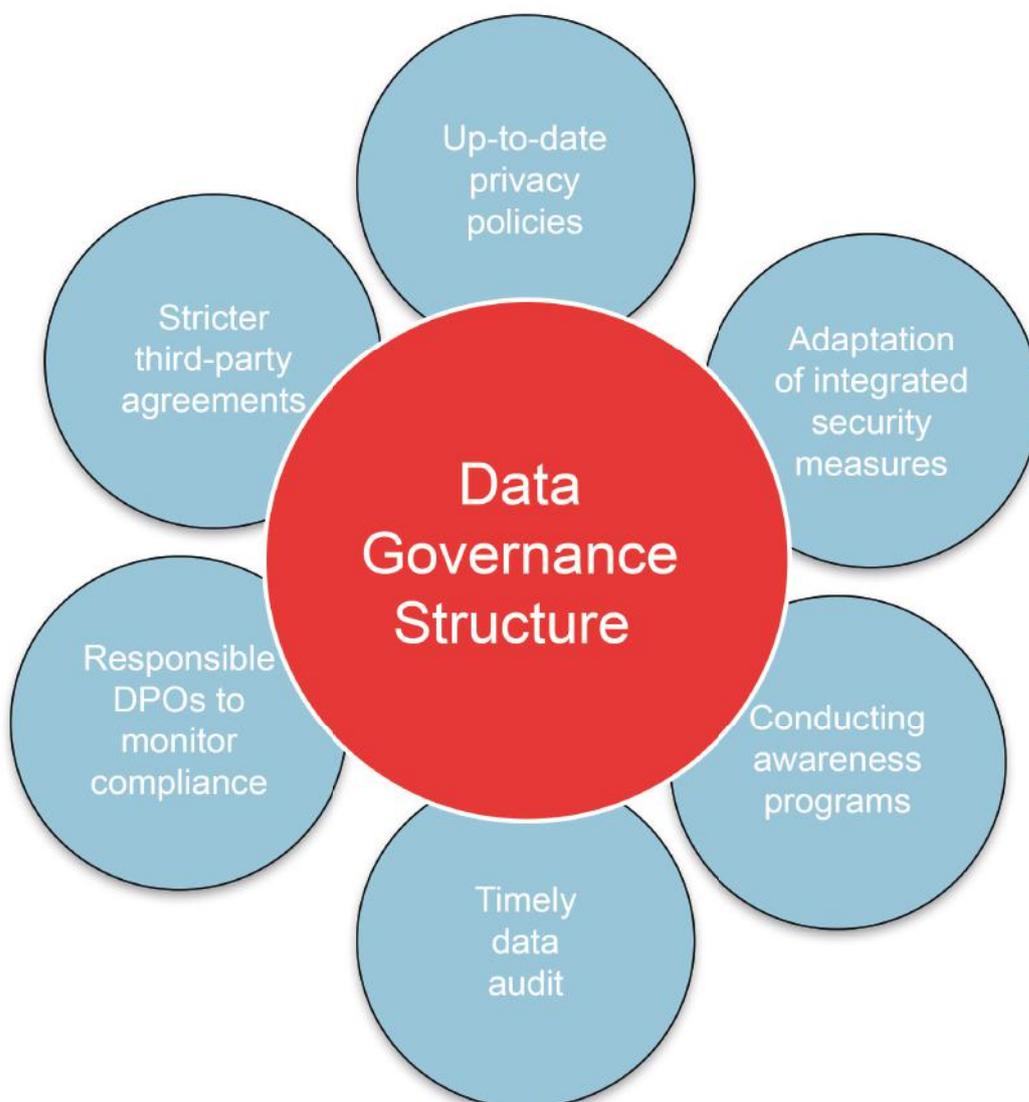
How can you protect data?

-  Train your staff on how to protect data of any kind.
-  Keep your data protection policy up-to-date and modify if necessary.
-  Include strict compliance rules in contracts with data processors. Mention in detail about the security obligations, compliance necessities, rights and obligations of a controller, etc.
-  Design your systems and network keeping data protection in mind.
-  Promote data compliance culture at the various level of your organization.

How we do it?

 From adopting rigorous data protection and privacy measures to the appointment of a data protection lead, we make sure every data is secure with us. We also run continuous security checks and take necessary steps such as encrypting data, password protecting data, etc.

Our dedicated team continuously monitors systems and the server to prevent and stop security breaches. Moreover, we thoroughly audit our database from time to time to notify any incident of security threats.



About eSalesData

Data is a decisive factor in the marketing field. A right data can build your business whereas the opposite can ruin your efforts at a go. We at eSalesData understand the value of data in accomplishing campaign goals and reaching the right target. Our data solutions deliver in what we promise – unmatched quality without compromising on compliance.

Since 2008, we have been offering a targeted and accurate database to address the marketing needs of marketers across the globe. With the implementation of GDPR, competitors might have been in trouble. But we remain unshaken as we never fail to follow industry standards and regulations while dealing with sensitive information.

Taking a step further, we decided to help our clients cope up with the GDPR compliance challenge like the way we did. That is why we thought to share our experience and strategies that worked great for us with all our customers out there. However, we would like to mention that the nature of businesses differs. It is not necessary that what suits you, may fit into the strategic framework of others. So, while formulating your compliance measures, make sure you understand the regulation before making conclusions. Aligning your business with the new law as a data processor and a data controller is not as tricky as projected.

The more you consider GDPR as a burden, the difficult it will be to comply.

Instead, take it as an opportunity to establish greater public trust and thrive as a business.



We are waiting to hear from you!

For free consultation about data compliance, reach out expert GDPR team today!

call us at: **1-877-728-9628** or email us at: **sales@esalesdata.com**



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