

How to be a GDPR-savvy email marketer?

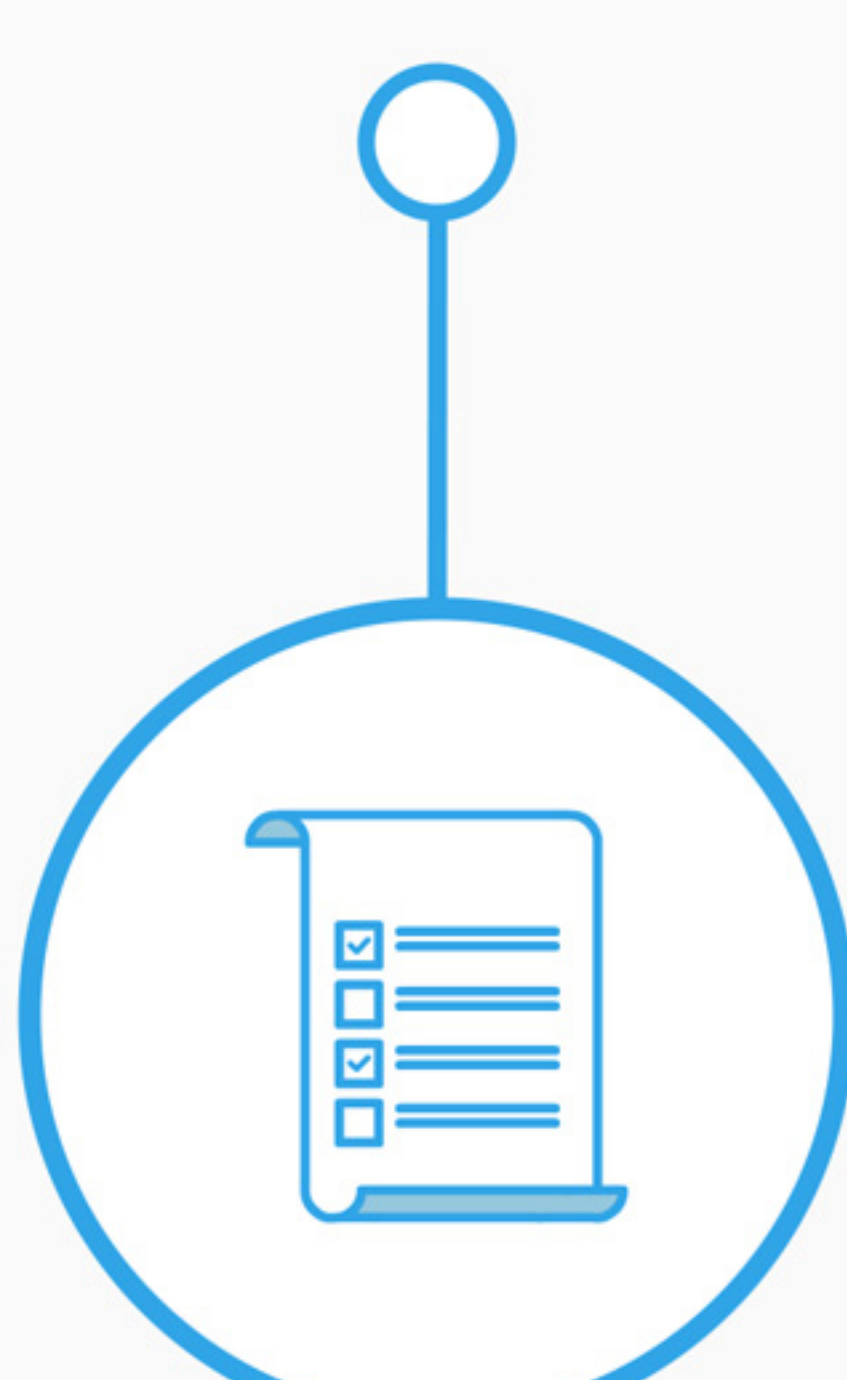
The Dos and Don'ts of GDPR-friendly email marketing

With the ever-growing attention toward and importance of the **General Data Protection Regulation (GDPR)**, marketers are expected to do email marketing by the book. Follow these dos and don'ts to ensure that your email marketing is both GDPR-compliant and smart.



DO

Employ double opt-in to record consent from your subscribers prior to sending emails.



DON'T

Directly send promotional emails to your audience before you understand their interests.

DO

Inform your subscribers about how their data will be used when you collect.



DON'T

Collect subscribers' personal data without informing them about your purpose.

DO

Only use a subscriber's details for the purpose you detailed during collection.



DON'T

Distribute any subscriber's information and use it for other inappropriate intentions.

DO

Obtain distinct, unsolicited consent for every kind of email engagement you plan.



DON'T

Encourage default consent options like pre-ticked boxes or pre-populated fields.

DO

Be careful while processing any special or sensitive data (like race, genetics, etc.).



DON'T

Mishandle sensitive data or save any accidentally created data fields.

DO

Show transparency in your approach—allow subscribers to access their information.



DON'T

Restrict subscribers from viewing, modifying, deleting, or exporting their personal data.

DO

Store the personal data in an encrypted format for maximum security.



DON'T

Permit unauthorized external persons or services to access the data.

DO

Let people unsubscribe when they no longer want to connect with you.

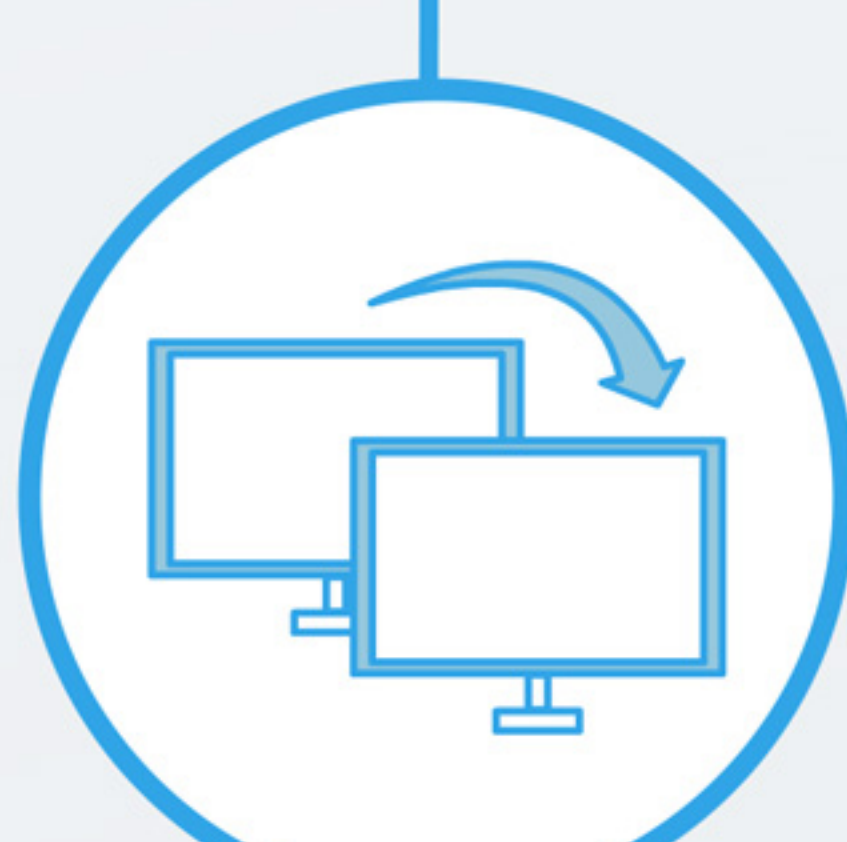


DON'T

Send out emails to recipients without an 'unsubscribe' option.

DO

Make provisions to transfer data from your systems when any subscriber asks for it.



DON'T

Retain data upon a 'transfer' request without the knowledge of the person.

DO

Communicate to your audience about every change you make in the privacy notices.



DON'T

Assume your audience knows about your updates without you visibly stating them.

Disclaimer

GDPR security requirements are vast and complex and Zoho Campaigns has given its best solutions here to help you comply with the same. At any cost, may you not take the above mentioned information as a legal advice. We always recommend that you approach the right legal counsel to advise on the ways you could meet the GDPR compliance.