

# 5 Things You Can Do to Update Your Email Marketing Strategy for GDPR



The General Data Protection Regulation (GDPR) goes into effect May 25, 2018 — and it will impact email marketers around the world.

Its purpose is to “harmonize data privacy laws across Europe, to protect and empower all EU citizens’ data privacy, and to reshape the way organizations across the region approach data privacy.”

The GDPR legislation affects businesses using email marketing services (i.e., data controllers) as well as email service providers (i.e., data processors).

To help you prepare for the upcoming GDPR changes, we’ve developed a quick checklist of important actions you can take:

## **Continue to be compliant with AWeber’s terms of service and privacy policy**

- Whether you’re an AWeber customer, affiliate or third-party developer who uses our API, be sure to continue abiding by AWeber’s terms of service and privacy policy.

## **Get explicit consent from your subscribers**

- On your signup form, clearly explain how you will use subscribers’ data, the type of content you will send them, and how often you will email them before they give you their personal data. If you plan to use a person’s data for multiple reasons, you must disclose all those purposes from the get-go.
- Subscribers need to give “affirmative consent.” Do not use pre-checked checkboxes on your signup form. Lack of action is not an affirmative action. Make sure subscribers knows what they are consenting to when they sign up.

## **Create or update your public-facing privacy policies**

- Your EU subscribers have a right to know how their personal data is being used. Create, review and update your public-facing policies to make it clear how you’re collecting and using their data. Also, make your policies easy to find by adding a link to them within the footer of your signup form, emails and website.

## **Document and communicate a process for data requests from EU subscribers.**

- Your EU subscribers have the right to opt out, make changes to their personal data, request copies of their personal data, or request that their data be deleted entirely from your records.
- Be sure to document a process for EU subscribers to make such requests, and then communicate it through your public-facing privacy policy as well as within your emails.

## **Keep comprehensive records of how you collect personal data from EU residents.**

- Be sure you can prove the nature of consent between you and your EU subscribers. You can do this by showing the signup source in the subscriber data, coupled with a copy of the signup form or data collection mechanism from which they provided that consent.

*Disclaimer: This checklist is for informational purposes only, and you should not consider it legal advice. We recommend that you seek legal and other professional counsel to determine exactly how the GDPR might apply to you.*