How to be a GDPR-savvy email marketer?

The Don’s and Don’ts of GDPR-friendly email marketing

DO Display a clear opt-in to record consent from your subscribers prior to sending emails.

DON’T Directly send promotional emails to your audience unless you understand their interests.

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

DON’T Collect subscribers’ personal data without informing them about your purpose.

DO Only use a subscriber’s details for the purpose you have consented during collection.

DON’T Distribute any subscriber’s information and use it for other inappropriate intentions.

DO Obtain distinct, unambiguous 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, genetic, etc.).

DON’T Withhold sensitive data or save any accidentally created data fields.

DO Show transparency in your communication and allow subscribers to access their information.

DON’T Restrict subscribers from seeing, 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 engage 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 notice.

DON’T Assume your audience knows about your updates without your visibly stating them.

Disclaimer: GDPR does not apply to non-personal and non-identifiable data and communication. This list is intended to provide a general guide on GDPR compliance and does not replace professional legal advice.