GDPR: B2B Marketer's Reference Sheet

Marketers value and appreciate the trust of their users. GDPR (General Data Protection Regulation) creates greater accountability for the B2B marketing industry to retain that trust and protect user data. In addition to learning about NetLine's approach to adapting the regulations, we encourage marketers to be diligent with verifying compliance across all your marketing tools and vendors.

WHAT IS IT?

The General Data Protection Regulation is privacy legislation that went into effect in May 2018. This is an EU (European Union) regulation intended to strengthen and unify data protection for its citizens and residents.

WHO DOES IT AFFECT?

These updates affect all organizations that conduct business with EU markets, regardless of geographical location. The global reach of online commerce demands diligence from marketers everywhere.

Essential Checklist for GDPR Compliance

GDPR Regulation

NetLine Policy & Approach

Collecting Consent & Communicating Privacy Information
Marketers can only email people who have opted-in to receive messages. Brands will need to collect consent verify that contacts have agree to receive specific communications.

Our current privacy policy states that any person registering for content from any one of our content providers automatically authorizes contact from these providers. The updates will make this policy more evident when users decide to download content.

Keeping Consented Records
Once consent is obtained, companies must keep a record of it.

This is something NetLine has always done. These records include the date and time the user opted-in and their IP address.

Getting Existing Data to Meet the New Standards
Pre-GDPR contacts that are already receiving communications need to be properly opted-in according to GDPR.

We took steps to ensure everyone already in our database prior to GDPR contained records of consent. Individuals without GDPR-standard proof of consent were either removed from our database or no longer receive emails from NetLine.

For additional information, contact your sales rep or client services manager.

Essential Checklist for CCPA Compliance

CCPA Regulation	NetLine Policy & Approach
Documenting Information Data protection policies and procedures must be documented.	We document our data protection policies and procedures and will update every year.
Protecting Individuals' Rights Users should be able to unsubscribe or modify their messaging preferences.	We provide opt-out links as well as automated and customer-service managed processes to help users update their info. To make those services even better, we're streamlining the process for responding to user requests about their information.
Removing of Individual's Data "The Right to be Forgotten" is stated in GDPR to ensure that users have the right to request all personal data be removed from databases.	Simple enough! We promptly delete a user's data upon their request.
Updating Privacy Policy Businesses should be updating their privacy policies to reflect the changes resulting from GDPR.	Our privacy policy explains the lawful basis for why we capture and process personal data and has been updated to align with GDPR compliance.
Detecting, Reporting and Investigating Data Breaches	To support our Data Protection Policy, we have procedures in place to detect, report and investigate a personal data breach.
Protecting Data	Data privacy is paramount in our data management and storage practices. To ensure this keeps up with GDPR, we conduct Privacy Impact Assessments (PIA's) for every new initiative that handles data.
Officiating Data Protection and Management	We have a designated Data Protection Officer (DPO) who is responsible for data protection compliance.

Next Steps

Data compliance is a living, breathing, ever evolving thing. While we encourage you to use this checklist to verify whether your other Marketing Service Providers (MSPs) are GDPR compliant, it's better to be assured that they'll always adapt to what comes next.

Working with NetLine means your business will always be compliant with the latest standards and practices, guaranteeing your lead generation data comes from actively engaged and willing prospects. Start your journey to data compliance today by exploring the NetLine Portal or connecting with one of our platform experts.