



Zoho Campaigns for **GDPR**



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As an email marketer, you would be aware about the GDPR (General Data Protection Regulation) of the EU (European Union) to safeguard the personal data of EU residents. In this handbook, we'll walk you through the different facets of Zoho Campaigns and what it has in store for GDPR compliance.

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What is GDPR?

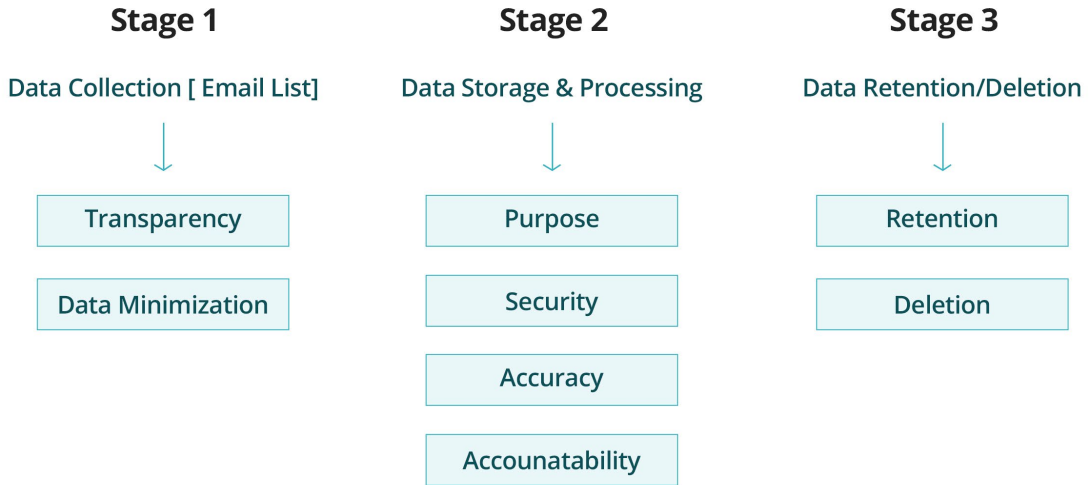
Let's take a recap about GDPR before we explore what's in store for GDPR compliant email marketing.

GDPR

GDPR (General Data Protection Regulation) is the European Union's (EU) most awaited step to protect the fundamental right to privacy of EU citizens, effective from May 25, 2018. This regulation is applicable even beyond the borders of the EU. Any organization around the world (even US/other regions) that works with the personal data of EU citizens is now obliged to protect that data. Non-compliance with GDPR leads to costly consequences. It's a fine that can go up to as much as 20 million euros or 4% of the company's annual global turnover of the preceding financial year, whichever is higher.

Are you ready to be a GDPR compliant marketer? [Here's](#) how you can be. Check the link to take a look at the GDPR Checklist.

Data Subject Rights



Zoho Campaigns for GDPR

Zoho Campaigns, is completely compliant with the rules of the General Data Protection Regulation. At Zoho Campaigns, we have valued and honored the data privacy of our users right from the beginning. The following is the list of enhancements/features from Zoho Campaigns that empower marketers to quickly stay GDPR compliant. All the enhancements/features have been added to the present version of Zoho Campaigns. Click [here](#) to use them all.

Consent

The data subjects (email recipient) consent is the cornerstone of GDPR. Simply put, it's permission to do something or to make something happen.

In store:

Consent Management- Consent management helps you send emails exclusively to interested subscribers. This feature lets you have a clean mailing list by removing uninterested subscribers. There are five categories of subscribers in Consent Management under which they are categorized by their responses.

1. Opt-in Subscribers- Existing subscribers in your mailing list who've opted to receive newsletters.
2. Implied Subscribers- Users you have manually added or imported to your mailing list.
3. Expired Subscribers- The subscribers in your mailing lists who have not been contacted in the last six months.

4. Expressed Subscribers- The subscribers who have given consent to receive newsletters.

5. Unresponsive subscribers- The subscribers who have not given consent to receive newsletters.

Deny option in confirmation emails- Upon submission of details through a sign-up form, a confirmation email is sent to the subscribers. Previously, they had the option to only confirm that they had submitted their data. Now, they have the option to deny if the data has been fed to the system without their knowledge.

Transparency

The GDPR puts an emphasis on transparency as well. Here are some of the best practices you should follow.

In Store:

Privacy policy in all sign-up forms/emails- A privacy note at the end of all sign-up forms/emails will now be present by default. This is to give subscribers reassurance about the confidentiality of their data.

Mandatory list description- With the high number of email newsletters they receive, subscribers are sure to forget the identity of some email senders. A mandatory list description will be present in all the emails you send out. You should mention how you know your subscribers (how they came to your list) while you create a mailing list.

Integration Information- When you integrate a service with Zoho Campaigns, you will be informed on what's going to happen post-integration . This is to let you have a clearer picture on what to expect from integrations that you initiate.

Audit Log- You can view and export the activity log of all the users of your organization. This helps enhance transparency within the organization.

Data Security

Data in any form and shape should be securely handled. Data security is one of the vital facets of GDPR. Here's Zoho Campaigns' take on the security of data.

In Store:

Custom field encryption-In Zoho Campaigns, you create custom fields to suit your needs. We've even made it possible to encrypt custom created fields. Post encryption, access to custom fields data is severely restricted, ensuring that it is safe and secure.

Password protected data export- You can now export your data in such a way that no one else can access it. The data exported from Zoho Campaigns is password protected.

Data center movement- You will be notified if your data is subjected to a cross border movement from one data center to another.

Data Rectification

Rectification of data helps subscribers update the data whenever there's a need.

In Store:

Update Profile- Change is inevitable and when it comes to data, changes are frequent. Subscribers can update or edit their data in the Update Profile section.

Data Retention and Deletion

Retention

In Store:

One-click Unsubscribe- With a single click, subscribers can unsubscribe and remove themselves from mailing lists without having to reconfirm their un-subscription.

Deletion

In Store:

Erase Options- If a subscriber wants their data to be erased, they have the option to remove it. We honor this request and no longer hold the concerned subscriber data.

Know the rights of your data subjects

Framing and implementing a regulation like GDPR is a mammoth task. The sole reason behind it is to empower the data subjects, aka email subscribers. They have rights that could be exercised at any point of time. Let's look at their rights through the eyes of an email marketer.

Obtaining Express Consent

If you are adding a subscriber email to your mailing list, you are supposed to obtain clear and unambiguous consent from the subscriber. On top of this, you are required to stay transparent about subscriber data.

That is, let the subscribers know what you do with their data. Apart from this, remember to get consent only from those who are capable of making individual choices. You should be sure to apply these change to your existing subscribers before GDPR comes into action on the 25th of May, 2018.

Right to Access

The subscribers have the right to get the confirmation stating that their data is used only for the purpose it was collected for. A copy of subscriber data will be given to them in an electronic format.

Right to Rectification

This is the right that enables the subscribers to edit/rectify their data whenever there's a need. The path to edit/rectify their data should be as simple as possible.

Right to Erasure

Subscribers have the right to instruct you to erase any of their data that they do not want you to have access to. This includes all the data sources and probable back-ups too.

Breach Notification

During instances of data breach, data processors and data controllers are to be informed immediately.

Best practices for Email Marketers

GDPR impacts email marketing in a significant way. Here are some of the recommended practices to stay compliant.

Role of Marketers



Filtration

Remove subscribers that are no longer active or send out a consent email to reconfirm their status. If you don't receive appropriate responses from subscribers about their consent, move them to the do-not-mail registry. This will purge irrelevant subscribers' information and raise the quality of your mailing lists.

Clear and Explicit Permission

In email marketing, the permission to send out marketing emails to a user should be expressly conveyed (Eg. "I would like to receive emails from this organization").

This is the basic and most important step to comply with. It's recommended to send your product/organization email newsletters only to those who agreed to receive it. It's also really important to let subscribers know before you add them to your mailing list. Reconfirmations keep you on the safe side.

Avoid Misleading Headers

Every email user receives thousands of emails in a month. It's easy for a user to mistake one email for another. As marketers, it's important to send out emails with relevant email headers. The header and content should match without any ambiguity. If a user notices emails with misleading headers, there are chances for repercussions that could've been easily avoided.

Include Company Information

We only trust people whose identities we know. This applies to an organization too. The digital era is a time where identity is considered to be an important

asset. Publish your company information and identity in the footer of your emails in a highly visible way. This visibility increases your legitimacy among your recipients.

Visibility of Opt-out (Unsubscribe)

A recipient has got the choice to unsubscribe from your emails whenever they feel like it. Your duty is to make the process of opting-out (unsubscribing) easier for them. Make sure to include an unsubscribe button that catches the reader's eye without much effort and does the job in a single click.

Conclusion

Guidelines like the GDPR will refine the way we work. Adherence to guidelines doesn't happen overnight. It takes a lot of preparation to be compliant with the new set of guidelines that are designed to break bad habits and put something better in their place. Data security is about to match the speed of business in the digital era. GDPR is coming into effect May 25,2018, and we hope this help get you ready. Happy email marketing!

FAQs

1) What is the GDPR?

The GDPR (General Data Protection Regulation) is the European Union's (EU) monumental step to protect the fundamental right to privacy of EU citizens.

2) When will the GDPR come into effect?

It is effective from May 25, 2018.

3) Who will be affected by GDPR?

Any organization around the world that works with the personal data of EU citizens is now obliged to protect the data.

4) What constitutes personal data?

Personal data means any information relating to an identified or identifiable natural person ('data subject'); an identifiable natural person is one who can be identified, directly or indirectly, in particular by reference to an identifier such as a name, an identification number, location data, an online identifier, or to one or more factors specific to the physical, physiological, genetic, mental, economic, cultural, or social identity of that natural person.

5) What's the difference between data controllers and data processors?

Data Controller- A data controller can be a person or a body with the authority to determine the purposes and means of processing personal data. As a Zoho Campaigns user, you would feed in all your data and Zoho Campaigns acts as the controller of your data. Your data consists of your personal and business information.

Data Processor- A data processor is the entity that processes the data on behalf of the controller or under controller's instruction. The controller and processor can be one entity as well. Zoho Campaigns acts as the processor while handling the data related to your subscribers.

6) What's GDPR's stance on offline opt-ins?

GDPR requires clear and explicit consent from data subjects, be it online opt-ins or offline opt-ins from events and roadshows. Double opt-in is the standard recommendation.

7) What will happen if you are not compliant with GDPR?

Non-compliance with GDPR leads to costly consequences. It's a fine that can go up to as much as 20 million euros or 4% of the company's annual global turnover of the preceding financial year, whichever is higher.

8) What rights will data subjects (individuals) have under GDPR?

Data subjects (individuals) have some important rights with the advent of GDPR. They are

- Right to Consent
- Right to Access
- Right to Rectification
- Right to be Forgotten/Erase data

9) Is it applicable for data controllers from the UK?

Yes, it is applicable for every data controller who is handling the data of EU residents.

10) Does the GDPR require the EU data to stay with the borders of the EU?

No, the GDPR does not require EU personal data to stay in the EU, nor does it place any new restrictions on transfers of personal data outside the EU.

11) What are the benefits of GDPR?

GDPR is a good movement for both marketers and individuals. Some of the benefits are

- User empowerment
- Improved data security
- Improved data processing and storage

12) What should marketers do to stay GDPR compliant?

Here's what marketers are recommended to do to stay GDPR compliant.

- Maintain filtered mailing lists
- Obtain clear and explicit permission
- Maintain plain and simple language while seeking consent
- Allow users to view their information in a readable format
- Let users conveniently export their data
- Allow for rectification of users' data
- Conduct periodic reviews to verify the veracity of the data
- Avoiding misleading email headers
- Promptly honor opt-out requests
- Only collect necessary and relevant data
- Preserve data in an encrypted format
- Don't hold unprocessed subscriber data
- Erase consented subscriber data if unused for more than 6 months
(with consent)

13) Is Zoho Campaigns GDPR compliant?

Yes, Zoho Campaigns is completely compliant with GDPR. We honor the right to data privacy and protection.



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