

Frequently Asked Questions regarding Open Door Media and the General Data Protection Regulation (GDPR) for Clients

The General Data Protection Regulation (GDPR) is new legislation that provides a single law for data privacy across the whole of the European Union. In the UK it replaces the Data Protection Act. The GDPR comes into force in May 2018 and its purpose is to give individuals more visibility and control over their data and how it is used. They will be able to check we hold the correct data for them and opt in to the subject-matter they would like to hear about.

We have always considered the data we hold as valuable, and treated it with care, so we welcome the GDPR because we feel it will give individuals confidence that their data is correct both in content and usage, and will be more likely to respond and engage with the material they have requested to receive.

Are you GDPR Compliant?

We are currently fully compliant with the existing Data Protection Act and will be GDPR compliant well before the Regulations come into force.

The GDPR regulations become law in May, 2018, and we are on schedule to be ready in good time. The changes to the database infrastructure, the forms and privacy policies will all be completed and in place by May.

Where necessary we will be contacting individuals to update our data permissions to allow them to tell us how they wish to be contacted from January onwards, so that by May our data will be fully GDPR compliant.

Is your data collected using GDPR rules?

Our existing data has been collected under the rules of the Data Protection Act. From January 2018 all our newly-collected data will be GDPR compliant.

What data do you collect?

We are a business-to-business company, so for each individual, we collect their name and job title, work email address and work telephone number as well as the name and address of the company they work for.

In some cases, we collect more specific information about their job role, such as a specific responsibility within a more generic job role, or purchasing responsibilities.

We do not collect any information about a subject's personal life, such as health or family circumstances.

Do you have to have permission to make contact?

We will have collected subjects' permission to contact them during their sign-up process, or registration in accordance with the Data Protection Act. We will be collecting this data in accordance with the GDPR as from January 2018.

For data that we have acquired through research, the business email address will have been visible in a public area of the internet, and therefore it is deemed to have 'subscribed' to the internet. In this case we can email lawfully without permission.

For data that we have leased, we will be ensuring that all data is guaranteed to have been collected in a GDPR compliant way, with permission for us to make contact.

All of our emails all ways have had and will continue to have simple, highly visible unsubscribe links. We take data privacy and right to be forgotten very seriously and will endeavour to provide a high level of service to individuals who do not want us to contact them.

Are all your data processors compliant?

Like most companies, we use Data Processors to fulfil some of the data functions. We are liaising with each of them to conduct due diligence to ensure that we receive full guarantees that they will be GDPR compliant by May 2018. Any data processors unable to supply us with these guarantees will be removed from our approved suppliers list with immediate effect.

Does subject data leave the boundaries of the European Economic Area?

The data we process is all held within the UK and European Economic Area. It is not our policy to send data outside these areas. However because we, like most companies, use additional Data Processors, we are collecting guarantees from our Data Processors that they are covered by the EU_US Privacy Shield, or Binding Corporate Rules or Standard Contractual Clauses. Thus your data will be treated as though it is within the European Economic Area at all times. Any Data Processors that cannot supply us with these guarantees will be removed from our approved suppliers list.

Do you have a data deletion programme?

Leased data is deleted on expiry of the contract unless a subject has engaged with us for our products or services during the period of the lease.

Collected or lease-converted data is deleted three years after the most recent engagement with us, however the data we use for marketing is a maximum of two years since the most recent engagement.

Do you have a Data Protection Officer (DPO)?

Yes. We have appointed Vanessa Jagessar who is our Head of Marketing to perform the role of DPO. Vanessa has been with Open Door Media from the beginning and handles all data related tasks, working with each department within Open Door Media.

For all enquiries relating to GDPR, please contact us at marketing@odmpublishing.com