



BECOME GDPR-COMPLIANT TODAY

Get help from an engagement expert to avoid penalties come 25 May 2018 and improve your comms impact

To help your organisation comply with the General Data Protection Regulation (GDPR), a groundbreaking new law coming into effect on 25 May 2018, Granicus is offering to deliver a one-off managed campaign to get your email communication practices in order. Take up this service now to ensure your GovDelivery Communications Cloud account will be compliant with the new mandatory regulation at the point of its enactment.

You will also benefit from three months' complimentary use of the Advanced Package for Communications Cloud and a best practice training session delivered by a Granicus digital engagement expert. The support provided will help you make the most of the automation capabilities in order to realise stronger audience engagement results and better outcomes across all your programmes.

We'll help you comply with the law and achieve better campaign results.

Reasons to let Granicus manage your GDPR re-engagement campaigns

- ✓ *Save time and energy*
- ✓ *Minimise the risk of human error*
- ✓ *Gain peace of mind that you're fully compliant*
- ✓ *Give your account a GDPR 'health check' to improve compliance and engagement results*
- ✓ *Improve your comms impact with proven email marketing best practices (including audience segmentation and marketing automation)*
- ✓ *Re-engage 'sleepy subscribers' in your citizen, business, and staff segments*
- ✓ *Benefit from a best practices training session by a Granicus engagement expert*
- ✓ *Enhance all your campaigns with three months' use of the Advanced Package for Communications Cloud*

There are some subscribers in your account who may jeopardise your compliance with the law and need some care and attention now. Working out who you need to target and delivering effective campaigns to re-engage subscribers will be an unmanageable project for many organisations, which is why Granicus is offering to do the hard work for you. We'll plan, produce and deliver the re-engagement campaigns you need to help you move to full compliance with the GDPR.

Your email comms must comply with the stricter consent rules

- ✓ *You must have proof of consent from all subscribers (unless you can rely on another legal basis for your communication)*
- ✓ *You need an audit trail for uploaded-subscribers' consent too*
- ✓ *"Silence", pre-ticked opt-in boxes, or inactivity does not constitute consent*
- ✓ *Consent must be specific to distinct purposes*
- ✓ *Unengaged subscribers must be re-engaged or removed from your mailing lists*
- ✓ *The enhanced consent rules apply to all audiences (B2C, B2B, and staff comms)*

Why you may need our help to avoid breaking the new law

The GDPR insists that you must obtain individuals' explicit permission to hold their personal information (including their email address), unless you can rely on a separate legal basis to do so. You must have proof of their consent.

When someone subscribes to your email or SMS updates via the GovDelivery Communications Cloud, this activity is logged against their record in the platform, providing an unequivocal audit trail of how and when each subscriber consented to receive your communications. The timestamp and origin information in each subscriber's record usually provide the proof of consent you need, however, if your organisation uploaded subscribers to a topic mailing list, you must have proof of their original consent to receive communications from you.

If you don't have a record of someone's consent, or there is ambiguity about the permissions granted, you must go back to them and check. People who are "unengaged" must also be re-engaged or removed from your account if they are no longer interested in receiving your messages. Sifting through your lists to find those who need contacting could be an unwieldy and time-consuming task for your team, which is why Granicus is offering to do the hard work for you.



Let our engagement experts re-engage "sleepy subscribers"



Save time by having our expert team prepare your account for GDPR



Give campaigns a boost with three months' use of the Advanced Package for Communications Cloud

Where did your subscribers come from?



DIRECT

means a subscriber signed up to your updates via your website or another sign-up button online.



OVERLAY

means they subscribed via your audience data capture form on your website.



LOCAL NETWORK

means they subscribed via the GovDelivery Network after subscribing to another organisation's updates.



UPLOAD

means your organisation added them to a topic mailing list via a bulk upload.

*Some subscribers may need attention if you don't have proof of their original consent OR you've extended the use of their data beyond the agreed purposes.

How much will the Granicus-managed campaign cost?

We're offering a cost-effective opportunity to get your email operations in order and ready to comply with the GDPR. The price of this service is based on the total subscriber count in your GovDelivery Communications Cloud account. Please get in touch to discuss pricing.

WANT TO GET SOME HELP? Contact us today to get the help you need to comply with the law:
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