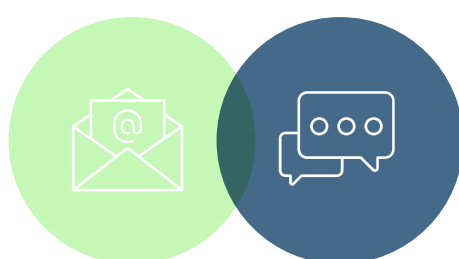


# B2B direct electronic marketing rules under the **GDPR & PECR**

These include:



**01** Email

**02** Text Messages

Does your processing activity comply with the data protection principles set out under the GDPR?

- 1 Lawfulness, Fairness and Transparency
- 2 Purpose Limitation
- 3 Data Minimisation
- 4 Accuracy
- 5 Storage Limitation
- 6 Integrity & Confidentiality
- 7 Accountability



**YES** ✓

**NO** ✗

Do not process

Does your corporate data include 'sole traders' and 'partnerships'?

**NO** ✗

**UNSURE** ?

**YES** ✓

Do you have consent to contact those 'sole traders' and 'partnerships'?

**YES** ✓

**NO** ✗

Do not process

Have you included the right to opt-out of your communications?

**YES** ✓

**NO** ✗

Do not process

Does your corporate data include personal employee email addresses (e.g. firstname.lastname@business)?

**YES** ✓

**NO** ✗

Ok to process

Have you included the right to opt-out of your communications?

**NO** ✗

**YES** ✓

Ok to process

You do not appear to have the necessary combined basis for processing the corporate data that you hold for the purposes of direct electronic marketing.

**WHAT NOW** ?

Review your procedures under the GDPR and PECR to ensure that your direct electronic marketing is compliant.

**IMPORTANT:** Subject to the nature of your communications, you should check if there are additional industry codes of practice, e-privacy laws and other legal and industry standards governing your requirements for direct marketing by electronic means.

**Document:** B2C Direct Electronic Marketing Rules under the General Data Protection Regulation (GDPR) and the Privacy and Electronic Communications Regulations (PECR).

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