

Direct 'Printed Mail' marketing rules under the **GDPR & PECR**

These include:



01 Direct Mail

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



Note: Without the benefit of 'Consent', you can consider 'Legitimate Interests' or another valid legal basis for processing personal data for the purposes of direct printed mail marketing.

YES ✓

NO ✗

Do not process

Have you screened your data subjects against the Mailing Preference Service List (MPS)?

YES ✓

NO ✗

Do not process

Does your direct mail include the facility for the data subject to opt-out of future mailings?

YES ✓

NO ✗

Do not process

Well done, it looks like you are ok to process the personal data that you hold for the purpose of Direct Printed Mail Marketing.

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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