

Data Protection and GDPR – How to approach advertisers

A great additional way that counties help raise money for the NGS is through selling advertising space in our county booklets.

The new data protection legislation, GDPR, that comes in to force in May 2018 seeks to ensure that individuals are not hounded by businesses and organisations that they have not explicitly consented to hearing from. We therefore have to be more considerate about how we approach and engage with individuals and their personal data.

We can still get in touch with representatives of organisations that we feel might be interested in advertising with us under a legal basis called legitimate interests. Legitimate Interests basically means that the person you contact would have a reasonable expectation that an organisation like the NGS could be in touch. Also because we are contacting them in a professional capacity and not as an individual, this further strengthens the case for legitimate interests, as it is likely that most businesses do some form of advertising.

For example – It is quite likely that a local garden centre will see the benefits in advertising in a publication like the County Booklet as our target audience is very likely to be interested in gardening. Therefore, it is reasonable to expect that the marketing manager of a local gardening centre would not be surprised to hear from us.

Some Guidelines

- 1) We can still contact businesses who we feel could reasonably expect to hear from us in their role.
- 2) Be transparent about how you got their details and why you are getting in touch.
- 3) Make sure they always have the option to unsubscribe from receiving any further communication from us. (See the email signature unsubscribe template in the resource centre).
- 4) If they choose not to hear from us anymore then we must either remove them from any lists/records, or make clear on any lists/records that we are not to contact them.
- 5) Keep up to date records of who you have contacted, when, and any preferences they have. Ensure that any changes they ask you to make to their personal data is recorded accurately to make life easy for you and any predecessors.
- 6) Always consider if emailing first is the best way to build a fruitful relationship with a potential advertiser. Would a phone call or popping in to see them be more successful? Obviously this is based on time volunteers have to devote to a project.
- 7) Please ensure that if you are sending out emails to groups of people that you use the BCC function to ensure that the recipients cannot see each other's details.