



GENERAL DATA PROTECTION REGULATION

How to prepare your email and consent management for GDPR

GDPR IS HERE! ARE YOU READY?

The two-year transitional period ended on 25 May 2018 and companies that process personal data must comply with the General Data Protection Regulation (GDPR). From now on, they have to meet stricter technical and organizational data protection requirements. In case of contravention, companies are facing high fines.

The question of how to design data privacy compliant systems and processes is turning into a major challenge for many organizations.

GBS is your competent partner who helps you to prepare your email management system for the new GDPR – from the assessment, through the development of a compliance strategy, to the technical implementation by using the holistic email management solution iQ.Suite. With GBS you get everything from one source.

Furthermore, GBS answers the question of how to ensure that the customer consents, which are necessary for marketing purposes, are collected and processed in line with the GDPR. The solution to this problem is a central consent management. It provides your organization with centralized and automated processes for handling personal data that are in full compliance with the GDPR.

EMAIL CHALLENGES

Email is one of the main communication channels in most companies and there have to be considered several important aspects with regard to the GDPR:

- » **Protection from data manipulation**, destruction or unauthorized access
- » **Adherence to legal requirements** by developing a company-wide compliance strategy
- » **Data leakage prevention** through protection of personal data from theft or careless handling of sensitive information

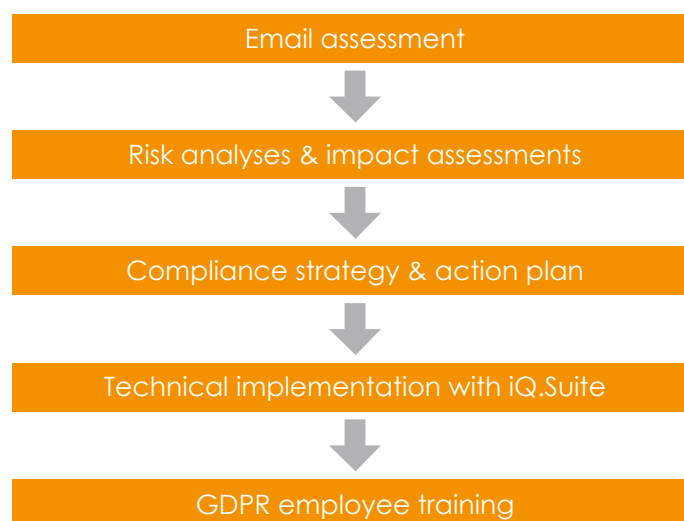
GBS – YOUR COMPETENT PARTNER FOR ALL GDPR QUESTIONS

GBS supports you all along the way to prepare your email management system for GDPR and achieve GDPR compliance. The first step is to make an **email assessment** in order to determine the status quo. In this context, there are several key questions regarding GDPR that have to be answered and documented, such as:

- » What kind of personal data is processed and stored?
- » Where is the personal data located?
- » Is the processing of information compliant with data protection regulations?
- » Is there a reliable protection of personal data in the company and along the communication channel?
- » Is the process compliant with information and transparency regulations?

Following this, based on **risk analyses**, **impact assessments** and company-specific data protection goals, it is determined in which areas there is need for action and how the email processes should be designed, so that they are in line with the GDPR. Based on this, a **compliance strategy** is developed and an **action plan** is derived.

The technical execution takes place via the implementation of the **email management solution iQ.Suite** and the policies are tailored to the company-specific requirements. The subsequent **GDPR employee training** helps building your employees awareness of the new regulations and ensuring that personal data is handled in compliance with GDPR.



3 STEPS TO INCREASE SAFETY: IDENTIFY – PROTECT – MONITOR

The email management solution iQ.Suite enables you to identify personal data based on a **wide range of analysis methods**, protect it through **multi-level security measures** and securely communicate with every recipient thanks to central **encryption options**. Furthermore, you can use **data leakage prevention** and **four-eye verification** to prevent the leakage of sensitive information.

In the final stage, you can monitor personal data based on a wide range of **reports, notifications** and **dashboards** and thus always get the full overview. Of course, our consultants are always at your side to help you and advise you during the entire process.

iQ.Suite increases your company's productivity and helps you to meet the compliance requirements thanks to automated processes and centralized administration. iQ.Suite is based on a platform-independent approach and offers a variety of functions on premises, in the cloud as well as in hybrid scenarios on various messaging platforms.



CUSTOMER CONSENT MANAGEMENT – NOT AN OPTION, BUT A MUST-HAVE!

GDPR imposes a number of requirements that have to be fulfilled by companies in order to use personal data, e.g. in the context of marketing activities such as sending a newsletter. Companies have to:

- » Give customers control over personal data and allow them to modify or delete it
- » Give detailed information on how they store and process the collected data
- » Prove that customers have consented to the processing of personal data
- » Allow customers to withdraw their consent at any time
- » Ensure that the saved customer data is factually correct and up-to-date

Many questions – one answer: The GBS Customer Consent Management provides you with a simple and centralized solution for managing the personal information and privacy settings of your business partners. What is more, they can review and update their data and consents through a central portal. As a result, you give your customers control over their personal data and allow them to update it themselves thus improving the overall information quality.

You can benefit from:

- » Centralized consent management for administrating customer consents in compliance with GDPR, including third-party rights
- » Easily managing data and privacy settings through a web portal
- » Convenient configuration of multi-factor authentication
- » Data quality improvement thanks to up-to-date personal customer information



YOUR GDPR BENEFITS AT A GLANCE

- » GDPR readiness thanks to a holistic approach with matching solutions and services
- » Development of a company-wide compliance strategy
- » Multi-level protection of personal data
- » Central encryption solutions for secure email communication with every recipient
- » Rule-based data leakage protection for the entire email traffic
- » Easy four-eye verification for personal content
- » Centralized consent management for your customers