Digital Marketing Skills4All

GDPR

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Quick recap

How did you find yesterday’s session?

Give me one thing you took from the session

Today's to-do list

We are going to look at **GDPR**. How GDPR affects the way you take and hold data on a website and we are going to take a quick look at **privacy policies** and then the practical part of your session will be focused on mailing lists and **Mailerlite**.

Learning objectives

By the end of this session you will be able to:

- Understand what GDPR means for businesses.
- Identify how to take and manage viewers' data.
- Know what content you should include in a privacy policy.
- Be able to connect your site to a mailing programme

GDPR

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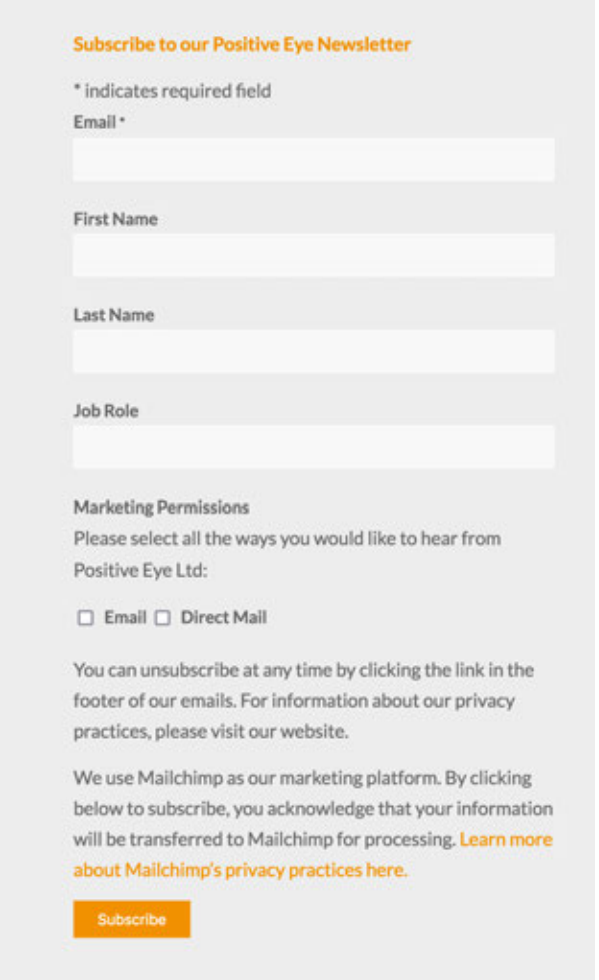
What it really means for businesses.

Who has heard of GDPR?

GDPR

Under the terms of GDPR, not only will organisations have to ensure that personal data is gathered legally and under strict conditions, but those who collect and manage it will be obliged to protect it from misuse and exploitation.



GDPR

- **GDPR checklist – things you should check**
- Know your data
- Identify when you're relying on consent
- Review your security measures
- Meet access requests
- Train your employees.
- Conduct due diligence on your supply chain
- Regularly review your privacy policies
- Check if you need to employ a Data Protection Officer

7 Key Principles

Personal data must be processed lawfully, fairly, and in a transparent manner

7 Key Principles

Personal data must be processed for specified, explicit, and legitimate purposes

7 Key Principles

Personal data must be adequate, relevant, and not excessive

7 Key Principles

Personal data must be accurate and up to date

7 Key Principles

Personal data shouldn’t be kept any longer than is necessary

7 Key Principles

Personal data must be processed securely

7 Key Principles

The controller is responsible for GDPR and must demonstrate compliance

GDPR

So, in basic terms you can’t:

- Add people to a mailing list without consent
- Sell or provide their data to anyone else
- Harvest contacts for mailers -
- Pre-populate consent. For example, for the ‘would you like to be added to our mailer’ yes or no, you can’t tick yes as default and then tell them to untick the box. It’s all about choice.

It’s all about choice.

Privacy Policies

GDPR means we all need to now include a Privacy Policy on our website somewhere.

Privacy Policies

In essence, a Privacy Policy should outline what you collect, how it is stored, how it is used and how it is maintained.

Practical

- Create a MailerLite Account
- Create a subscribe form
- Embed the form on using the HTML block

MailerLite

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Signup at **mailerlite.com/signup**

Get started with a Forever Free plan

Sign up in seconds. No credit card required.

Company or Organization

Name

Email address

Use your business address not a free email

Password

One lowercase character · One uppercase character
One number · 8 characters minimum

By clicking, you agree to Terms of Use, Privacy Policy and Anti-Spam Policy.

Create my account

or

Sign up with Google

Sign up with Microsoft

⚠ Important

Sending emails from public mailbox providers like Gmail or Yahoo are **not recommended**, as there are too many limitations when using their free domains. These types of domains can also not be authenticated, since you do not own the domain.

Try Advanced features for 30 days

Your 30-day trial of Advanced features includes:

- Access to premium features
  Live Chat, template library, auto resend, promotion pop-ups, AI writing assistant and more
- Access to main features
  Email automation, landing pages, website builder and more
- Up to 1,000 subscribers
- Send up to 12,000 emails per month
- 24/7 live chat support for up to 30 days
- Upgrade anytime

MailerLite

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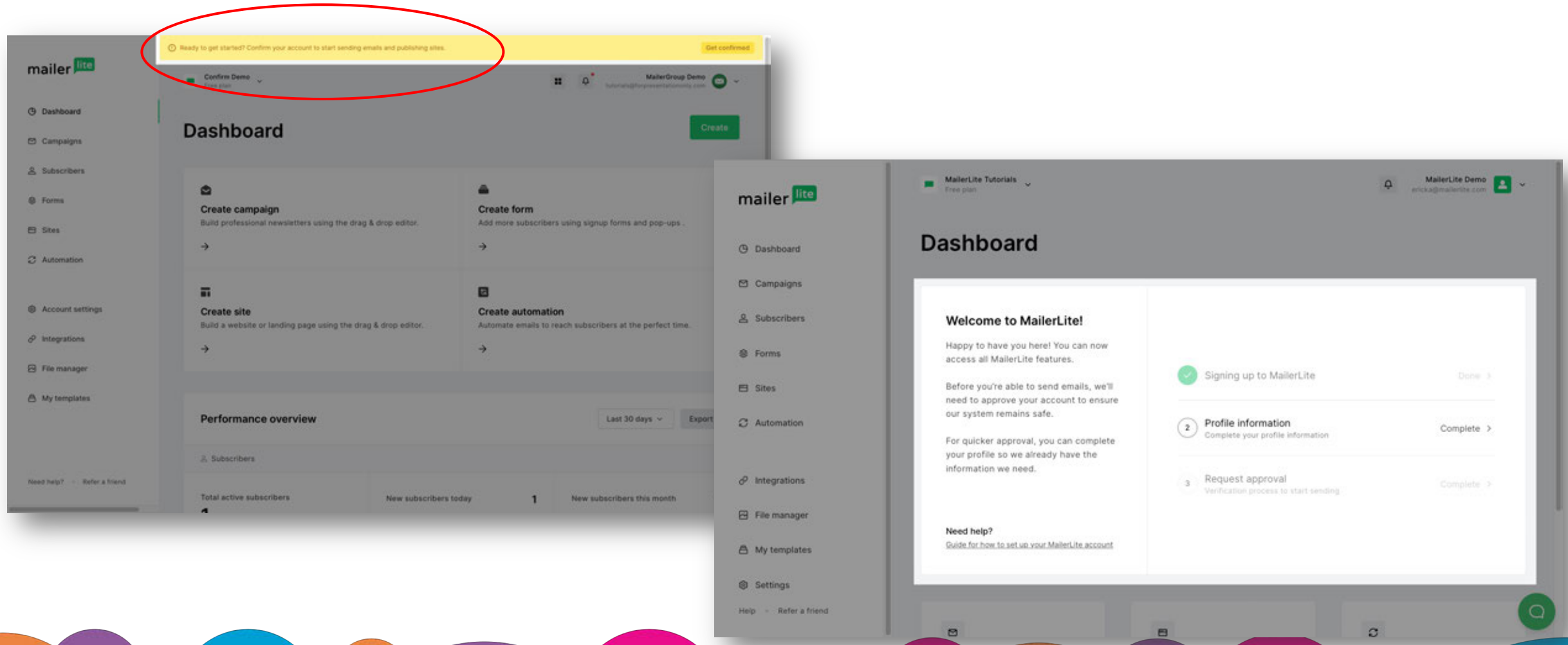
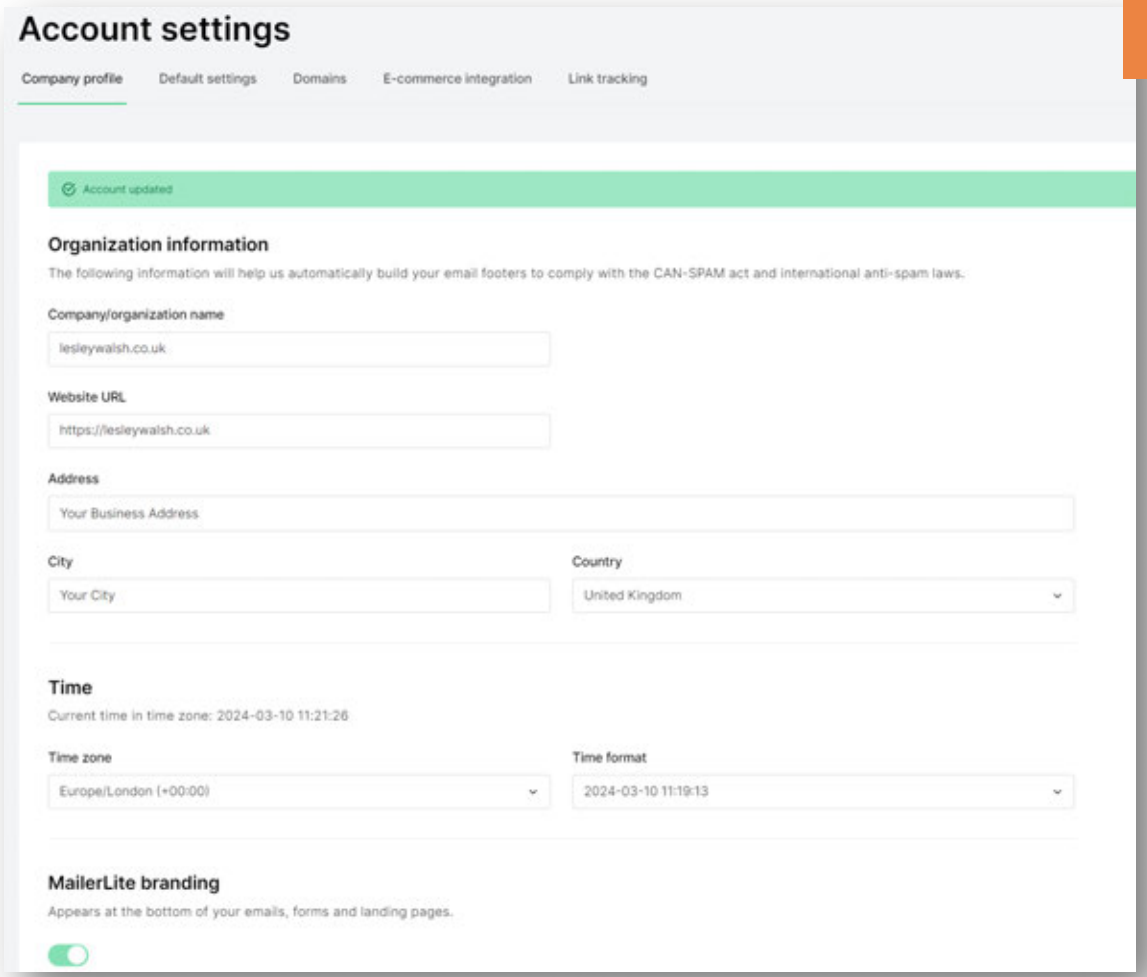
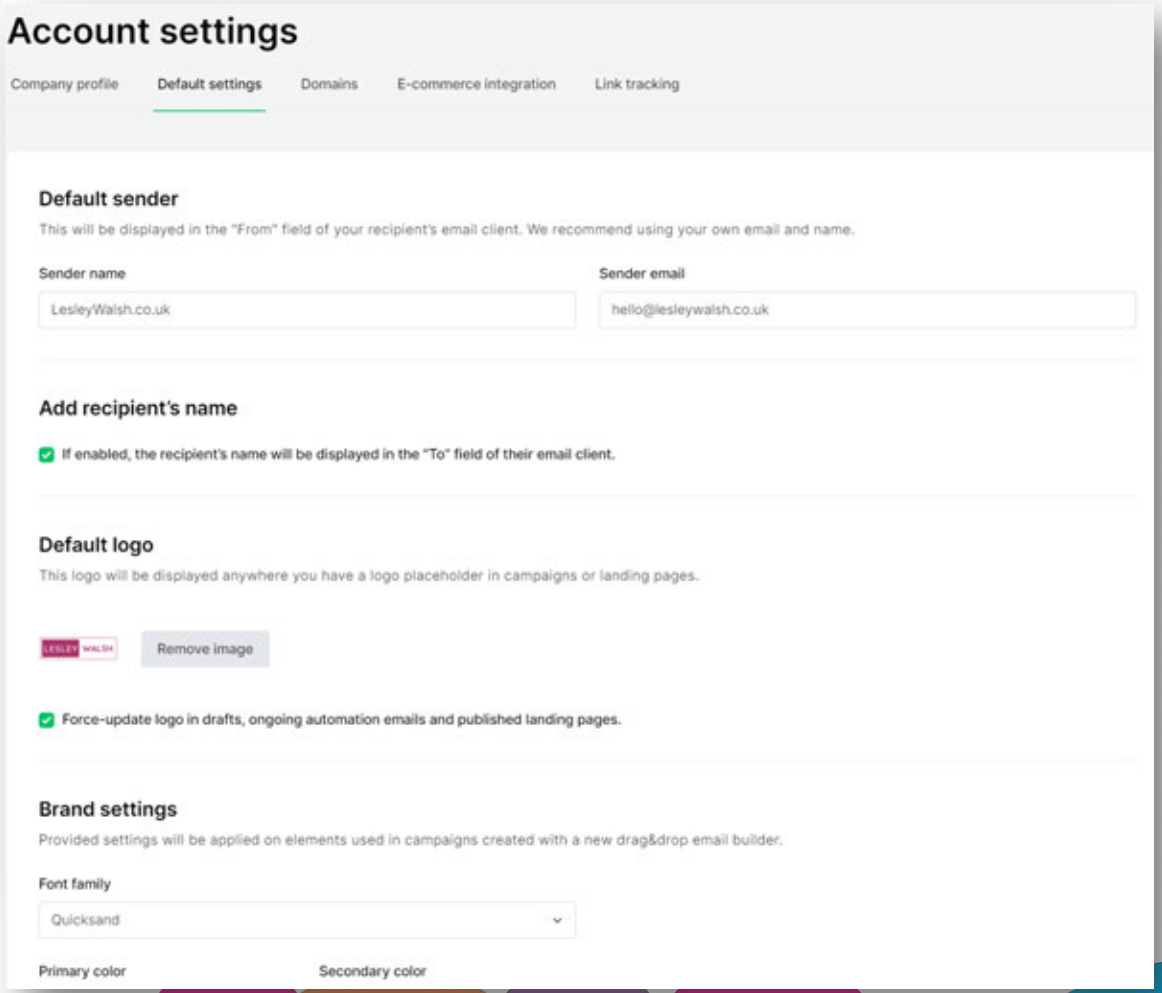


Account Settings

**Not all these actions are available without an authenticated, verified account or access to DNS.





Domain Verification & Authentication

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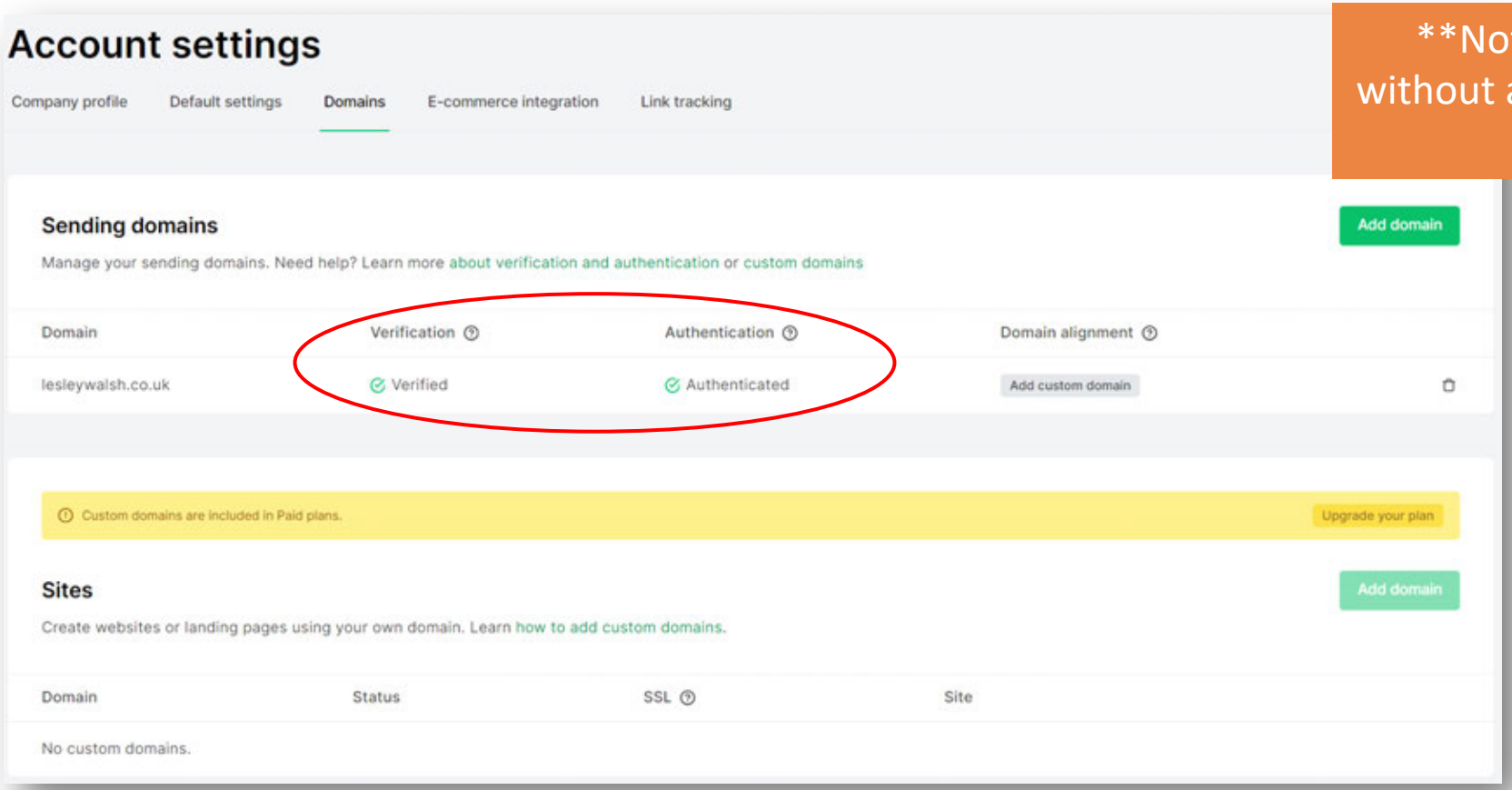

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Create a Form

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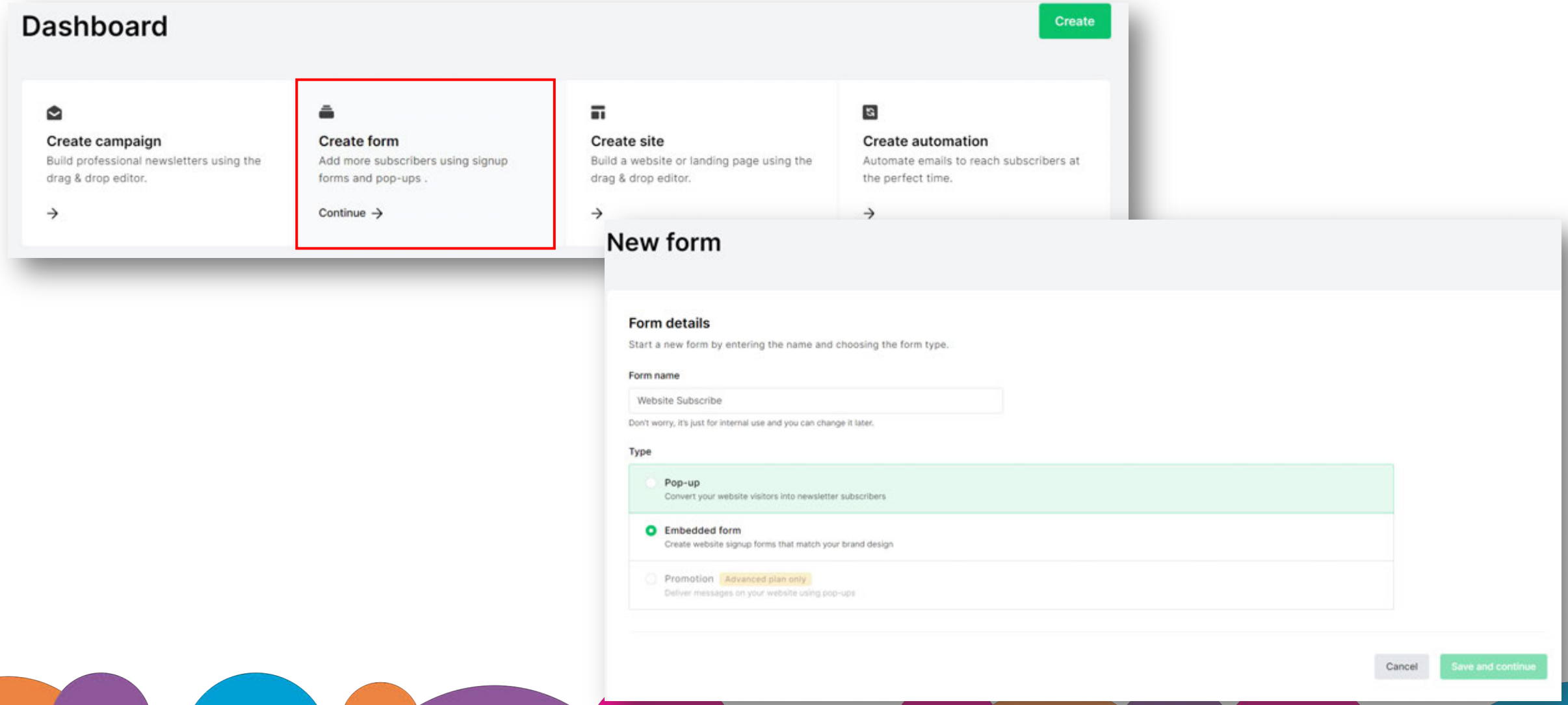
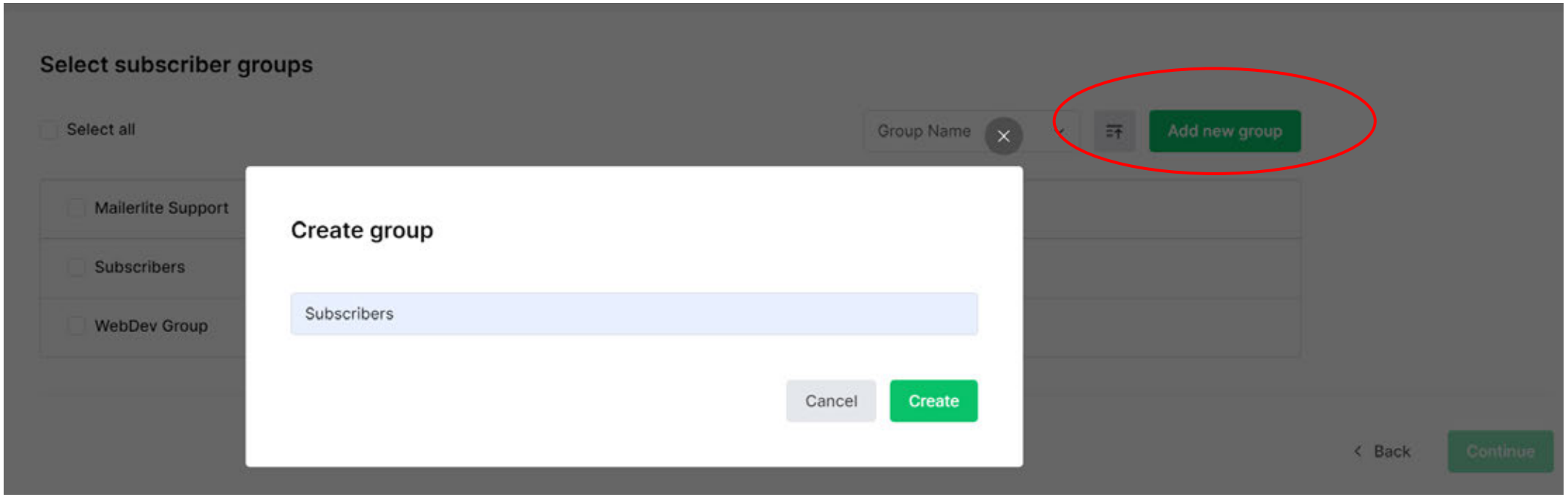


Create a Group



Card Type

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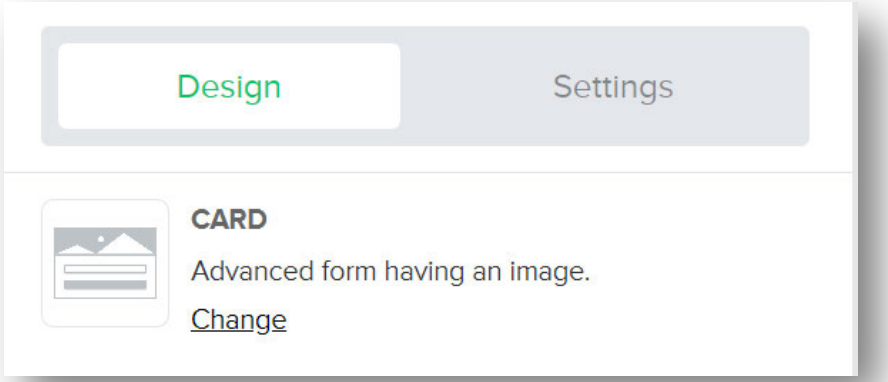

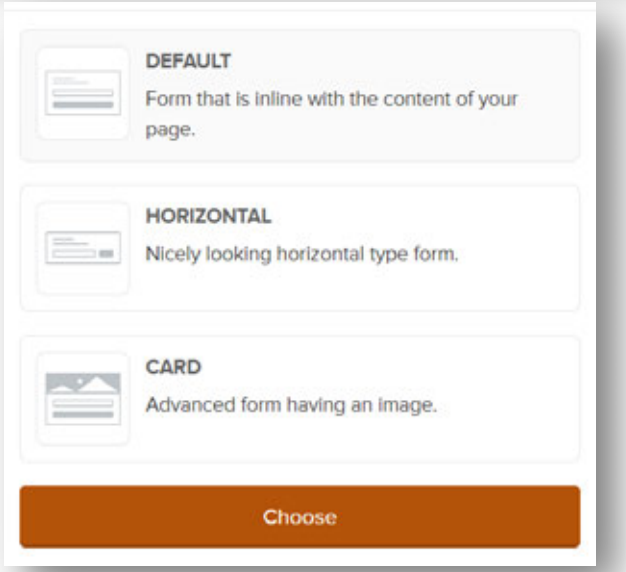

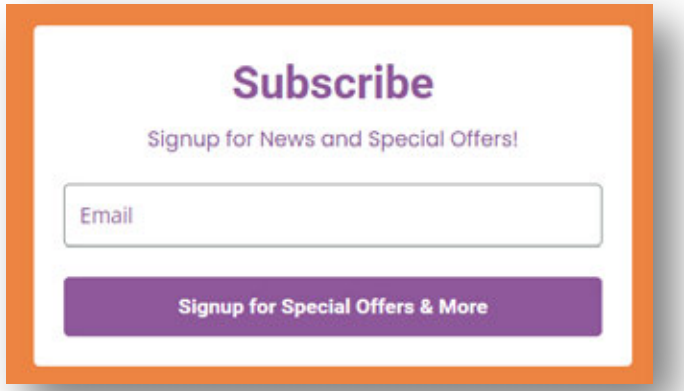

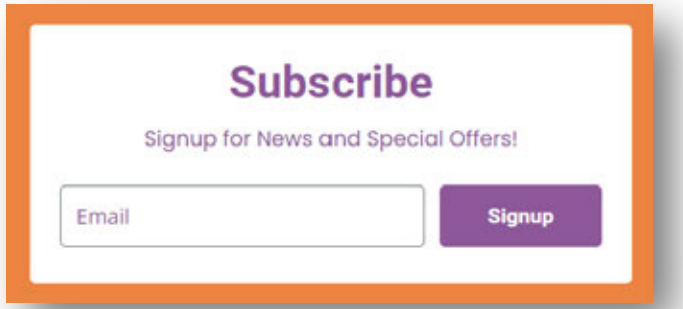

Form Design

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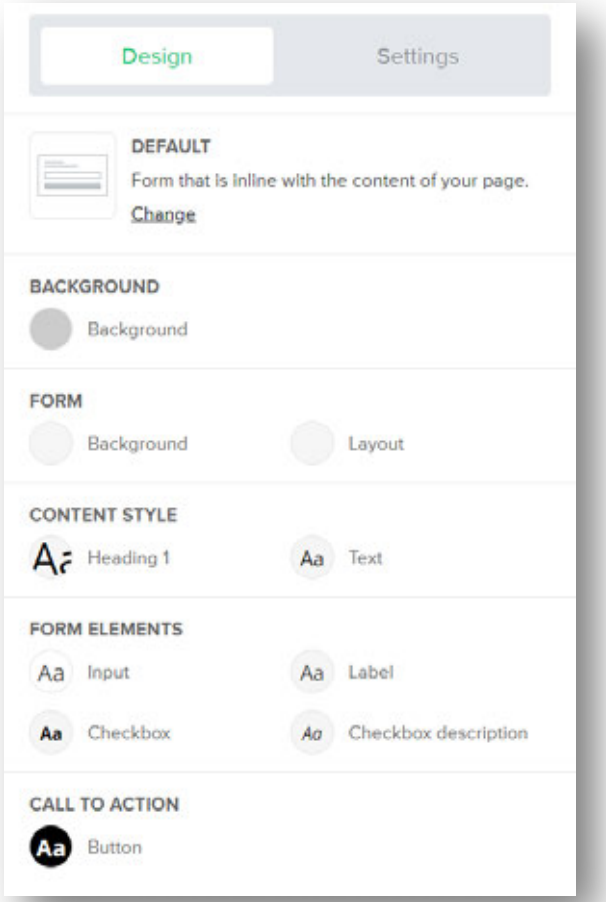
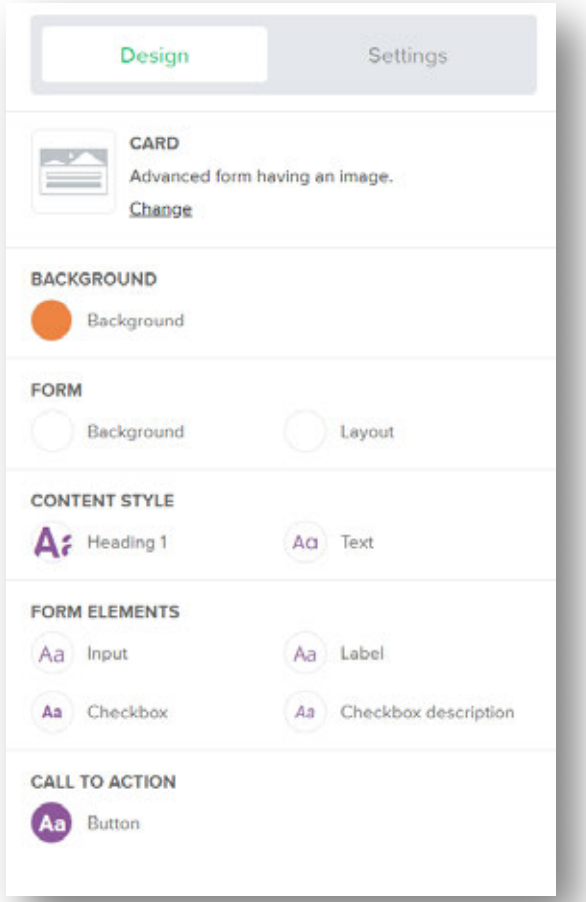
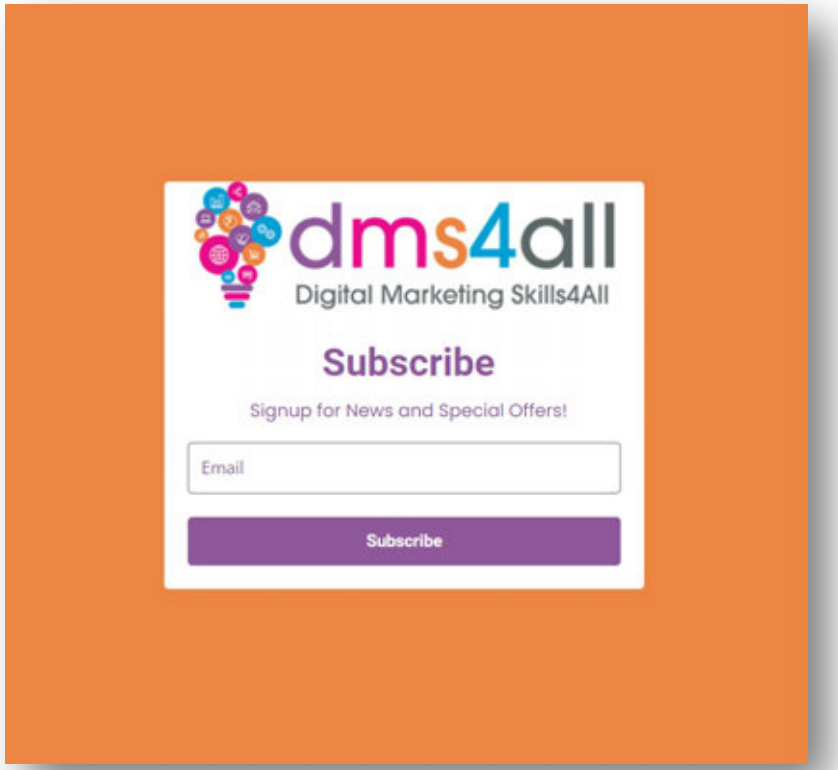
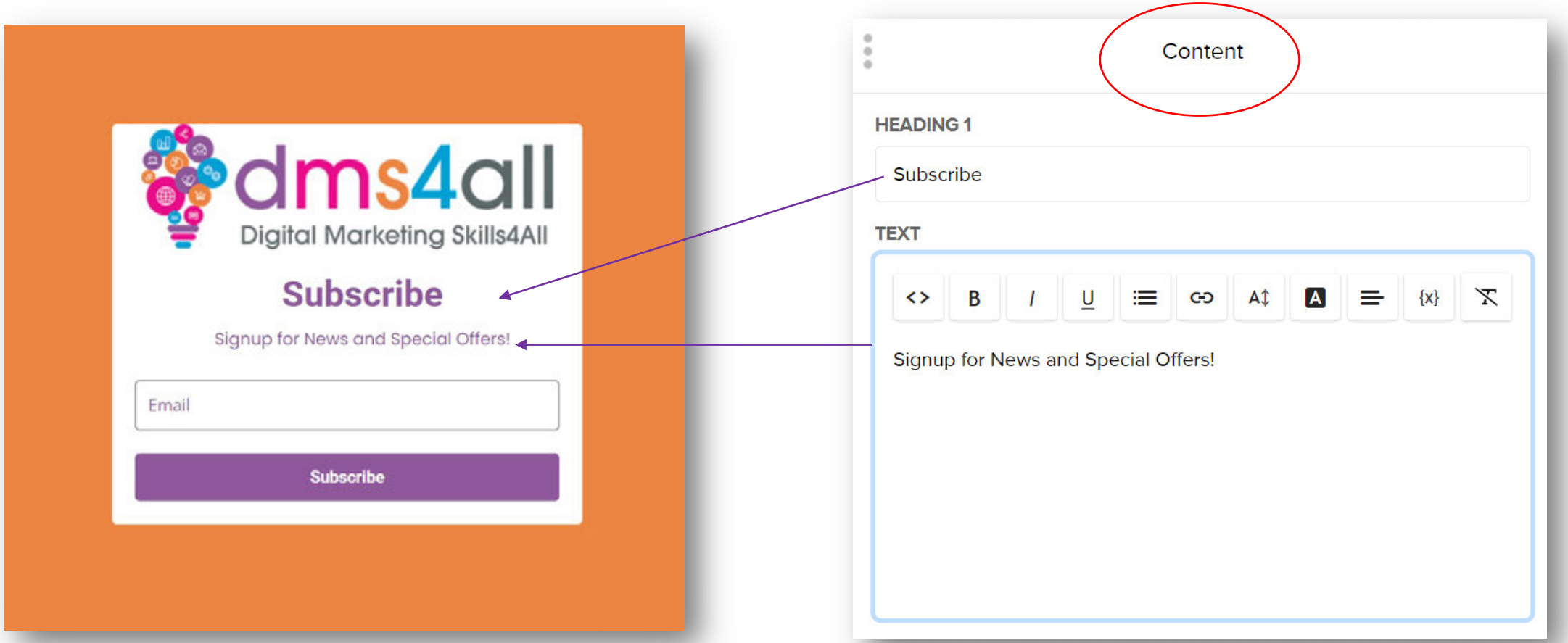






Content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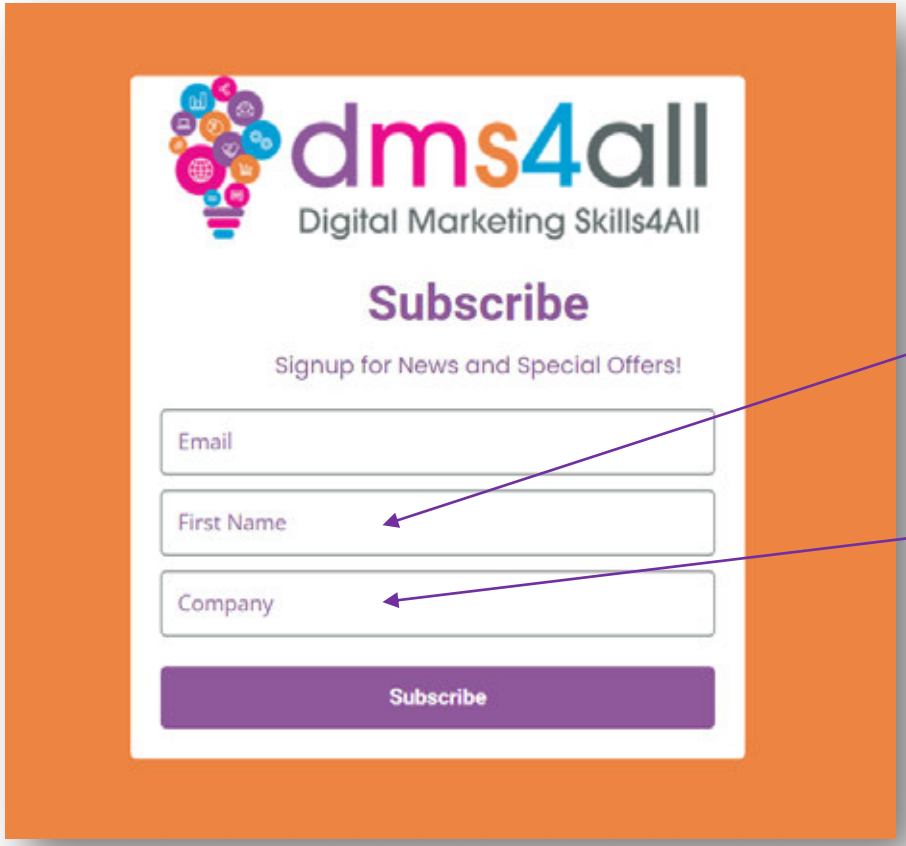
Signup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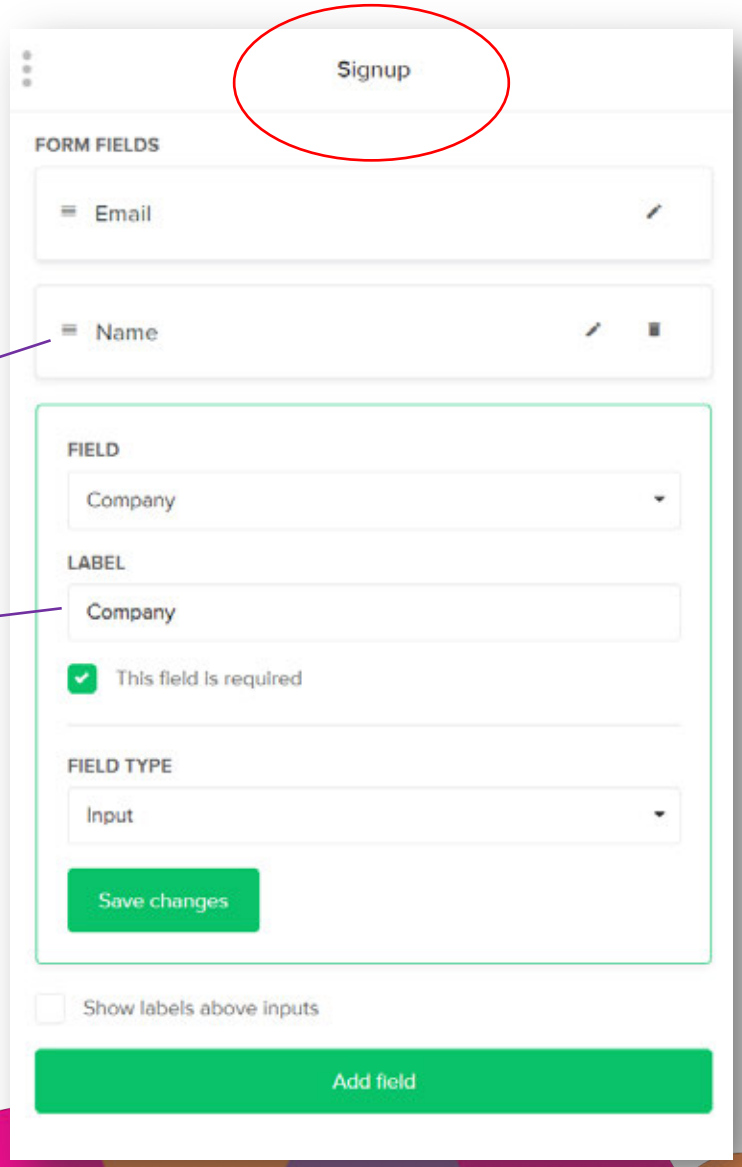
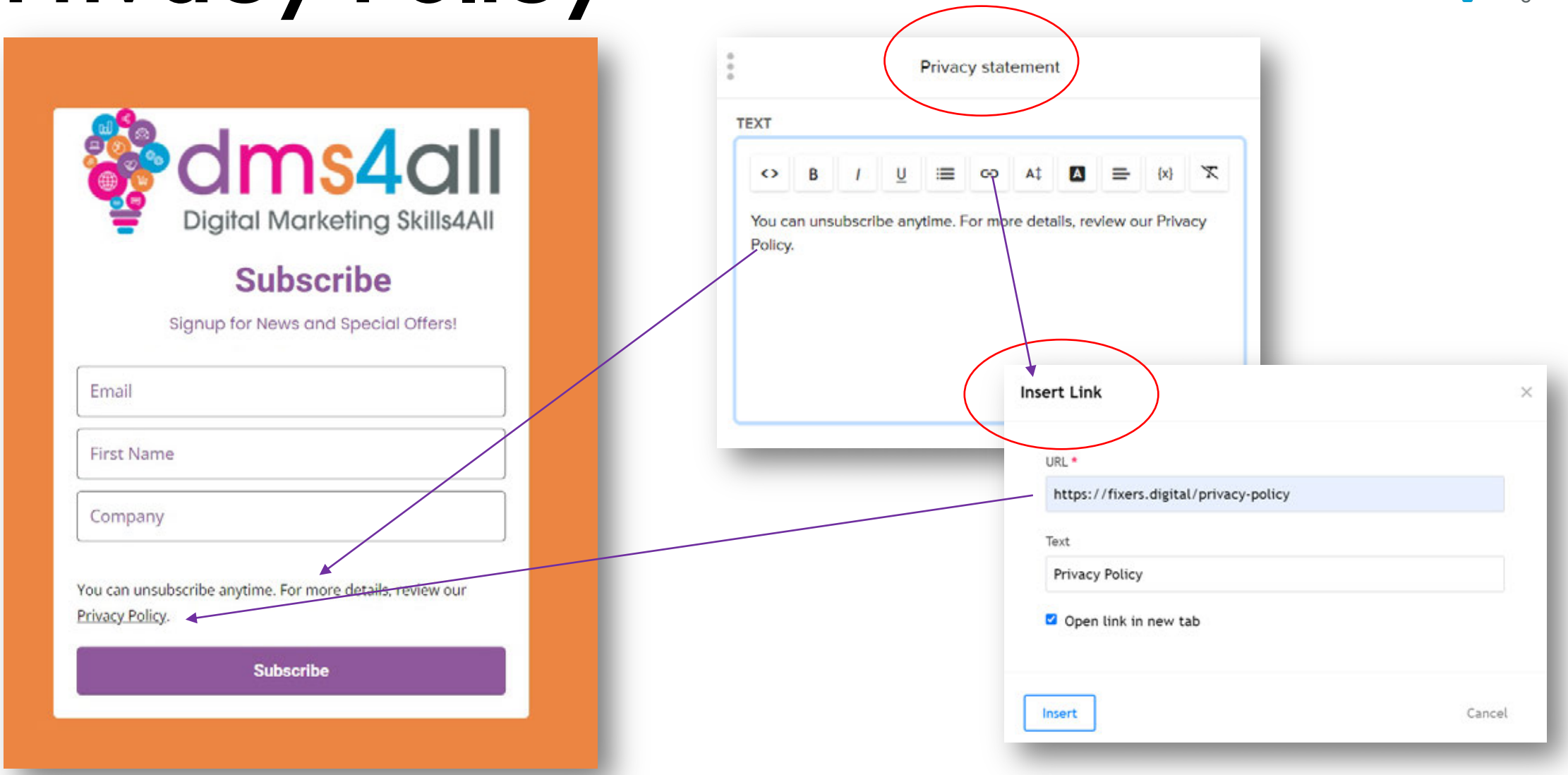
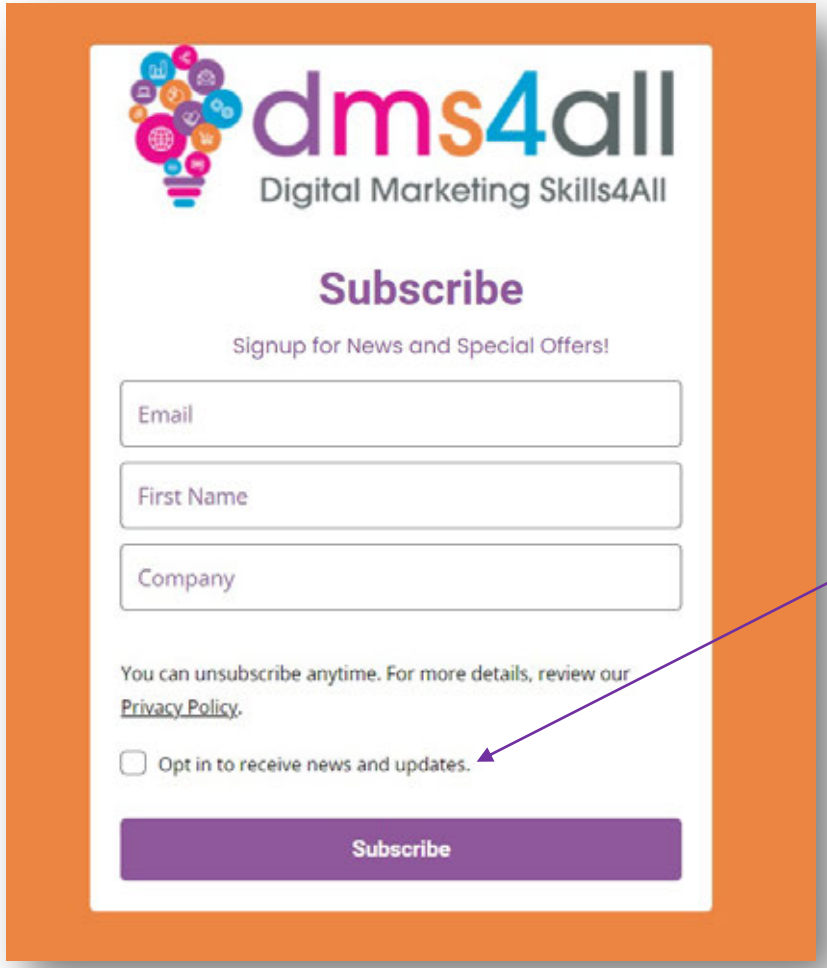
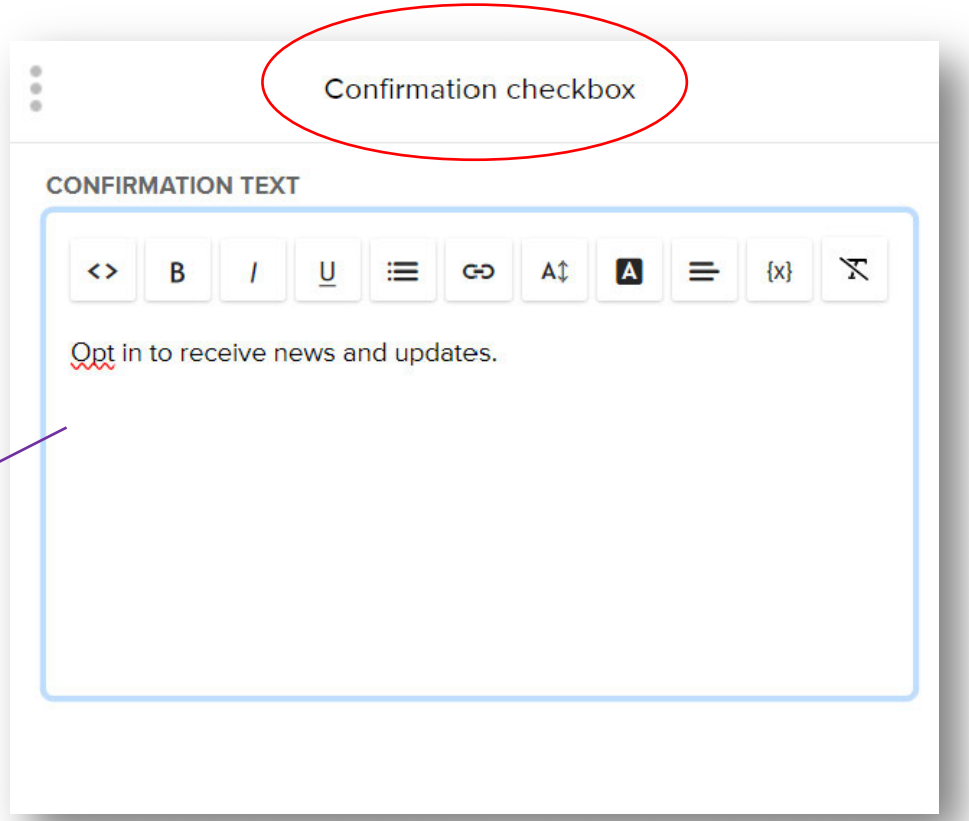

Signup
FORM FIELDS
Email
Name
FIELD
Company
LABEL
Company
This field is required
FIELD TYPE
Input
Save changes
Show labels above inputs
Add field

Privacy Policy



Confirmation Checkbox





Marketing Permissions

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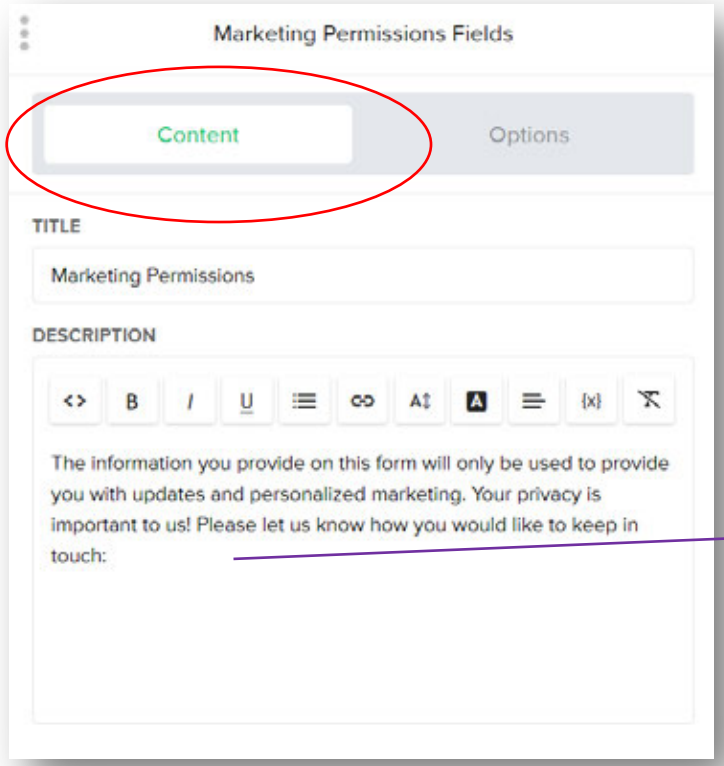

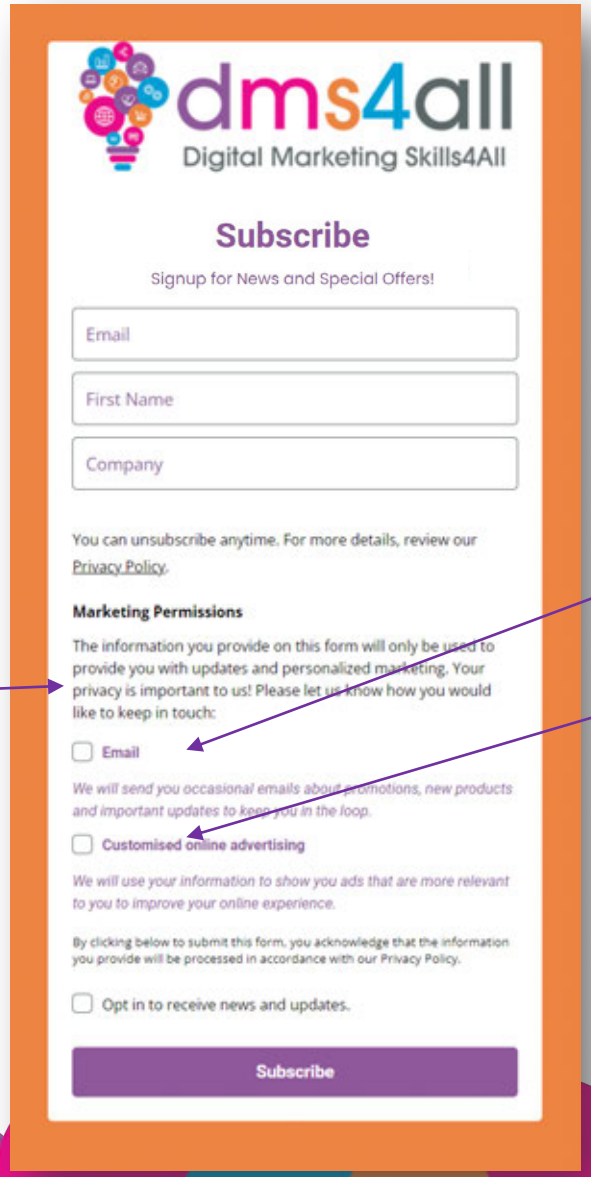

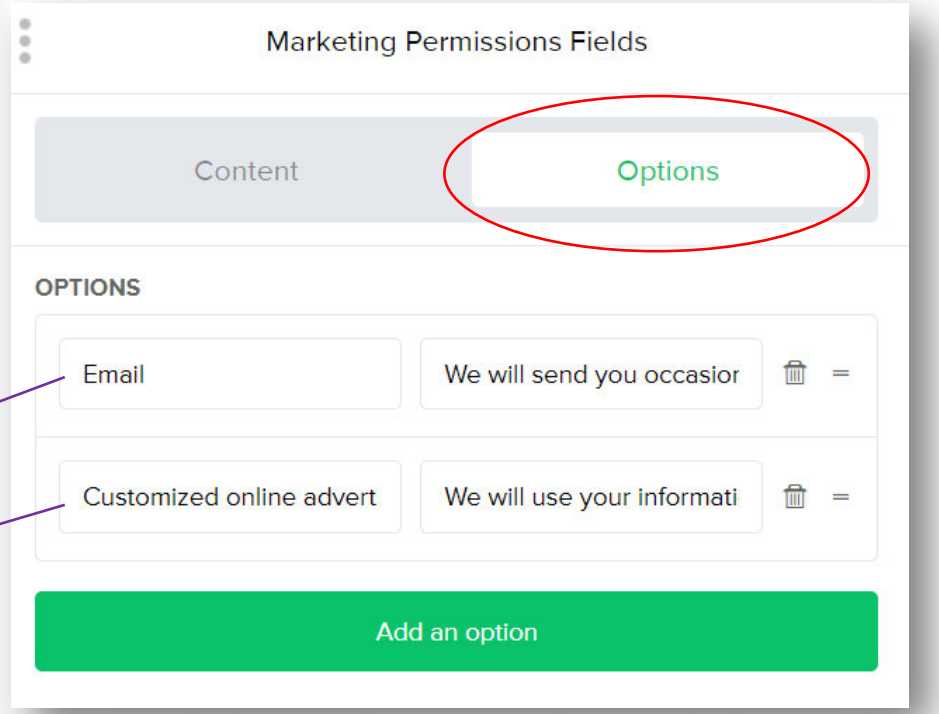

reCAPTCHA

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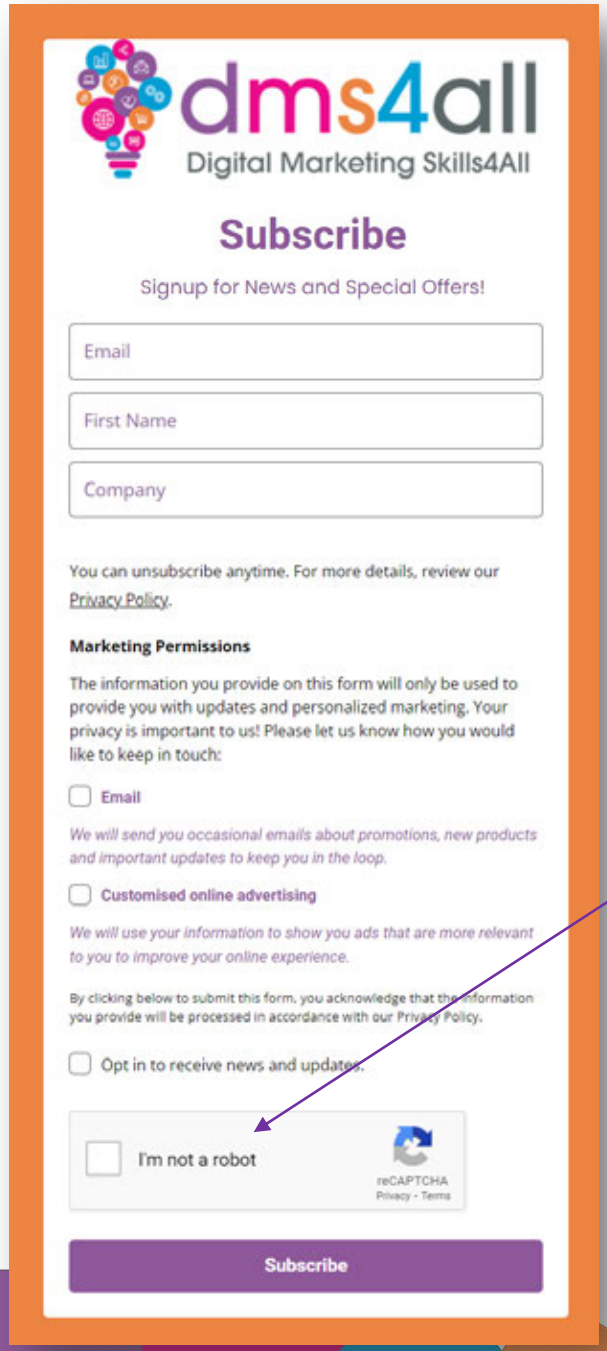
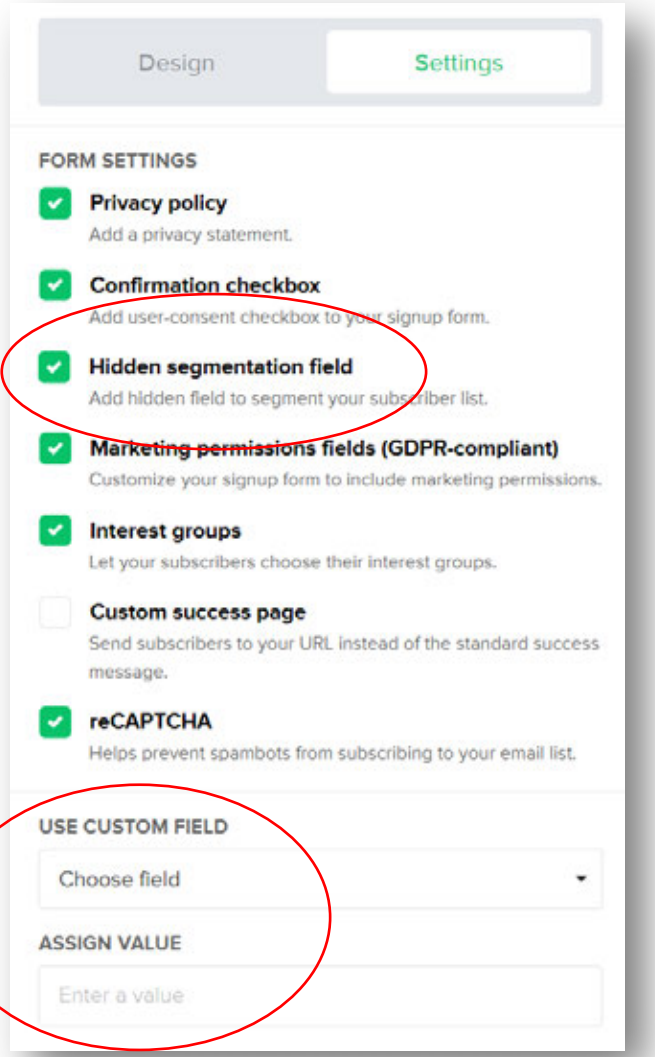


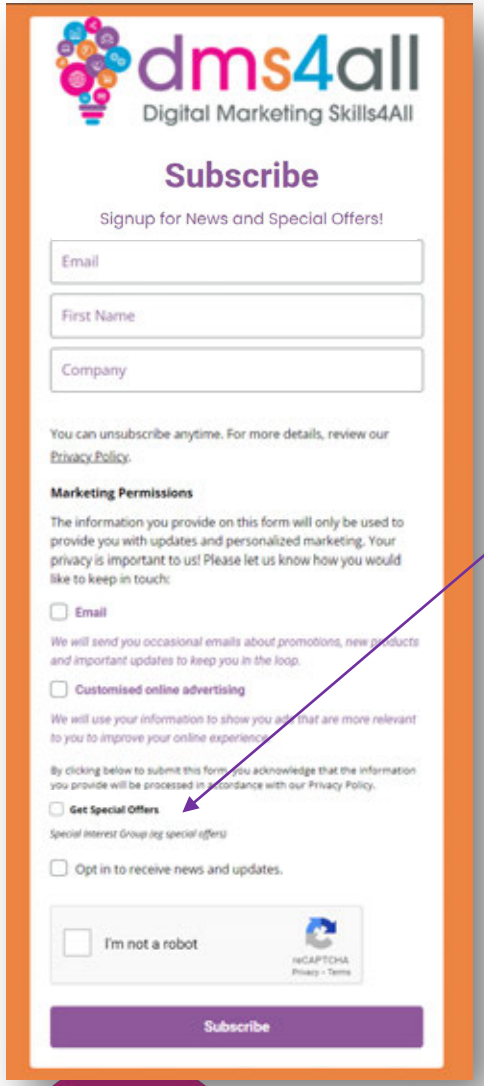
message.

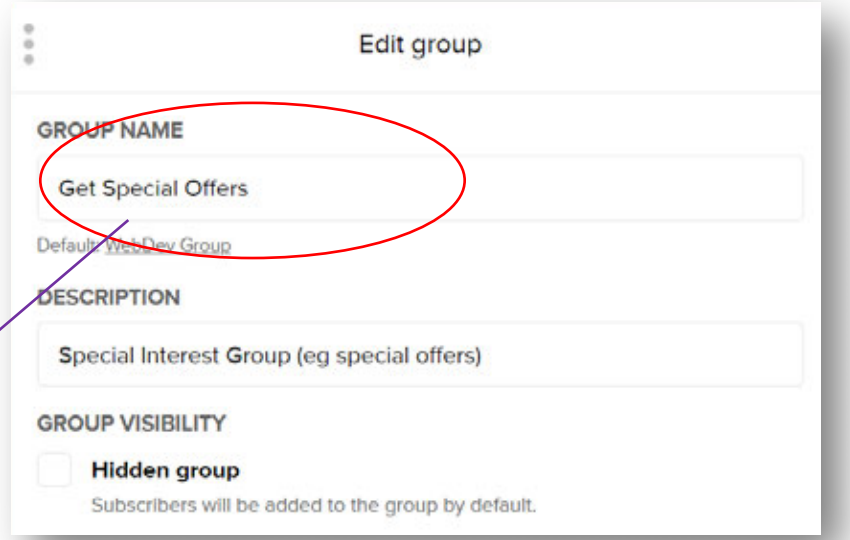
reCAPTCHA

Helps prevent spambots from subscribing to your email list.

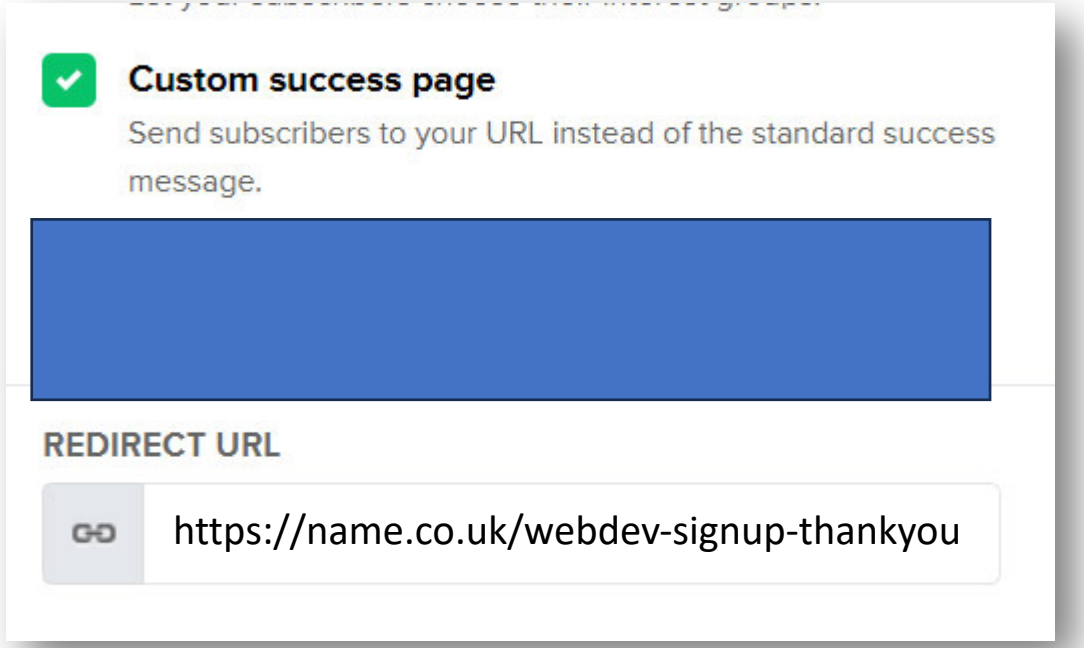
Interest Groups



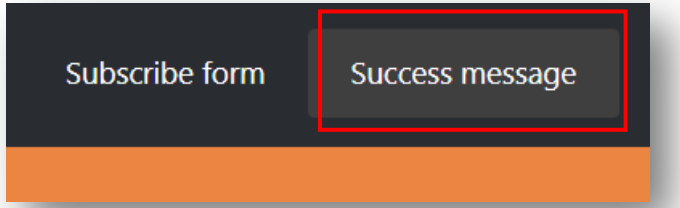


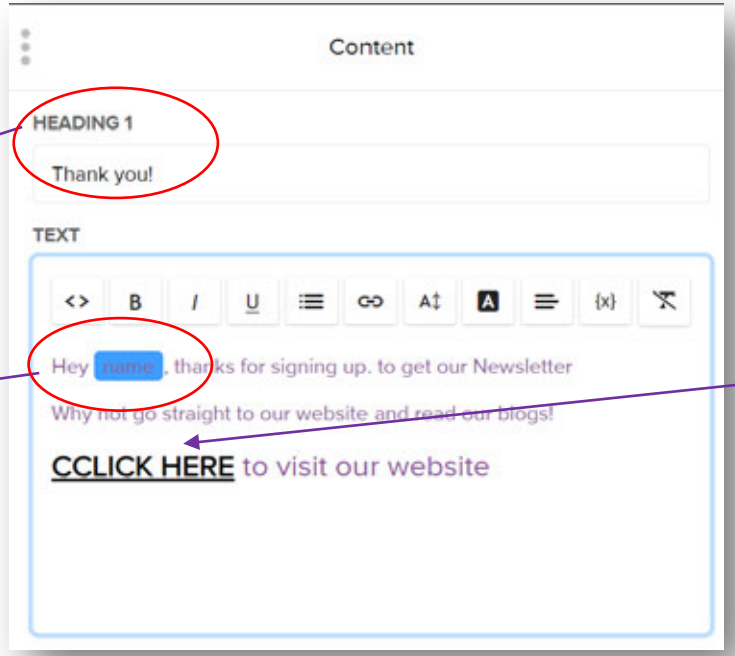


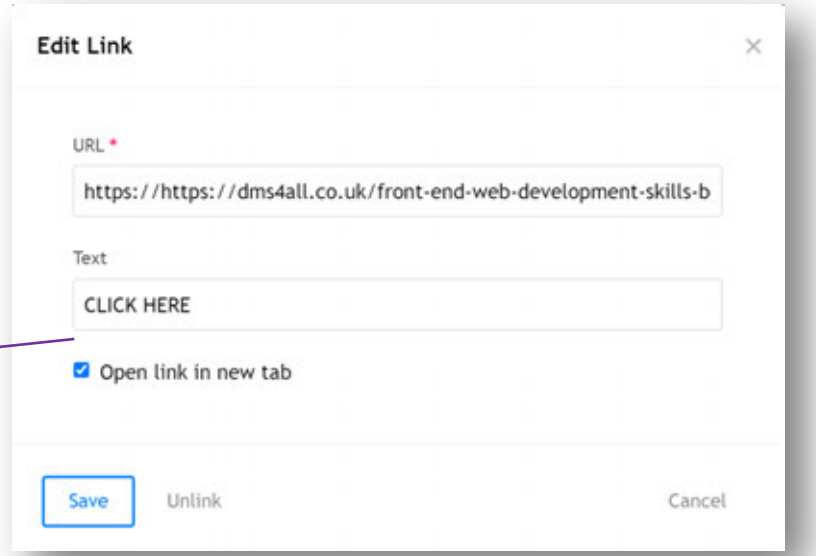
Custom Success Page



Success Message or Redirect







Signup Form Created

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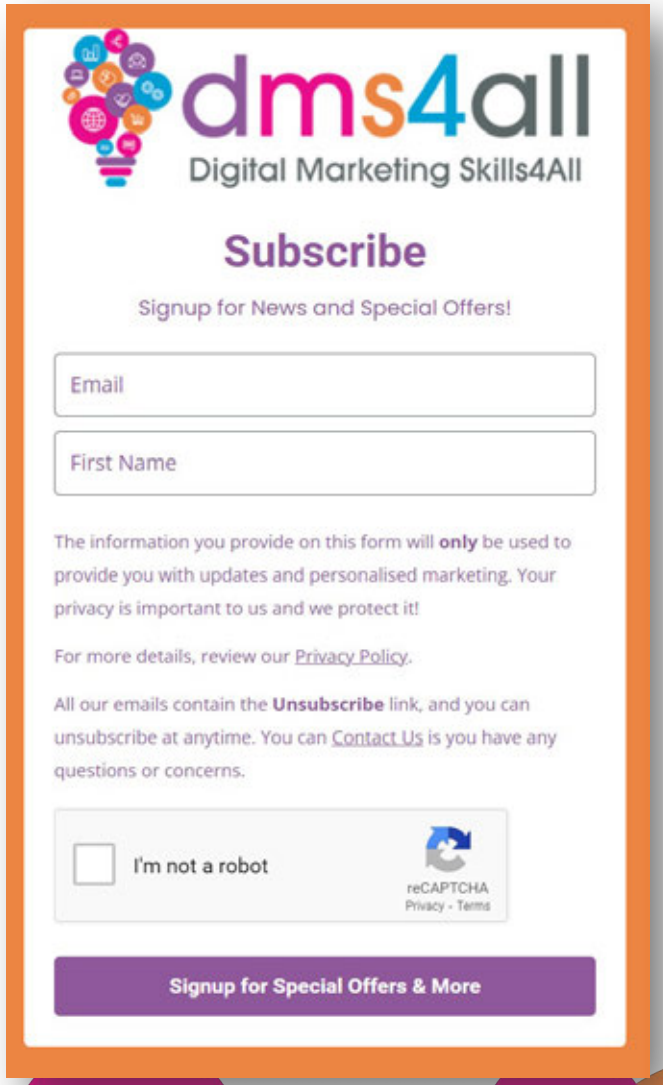

Form Overview

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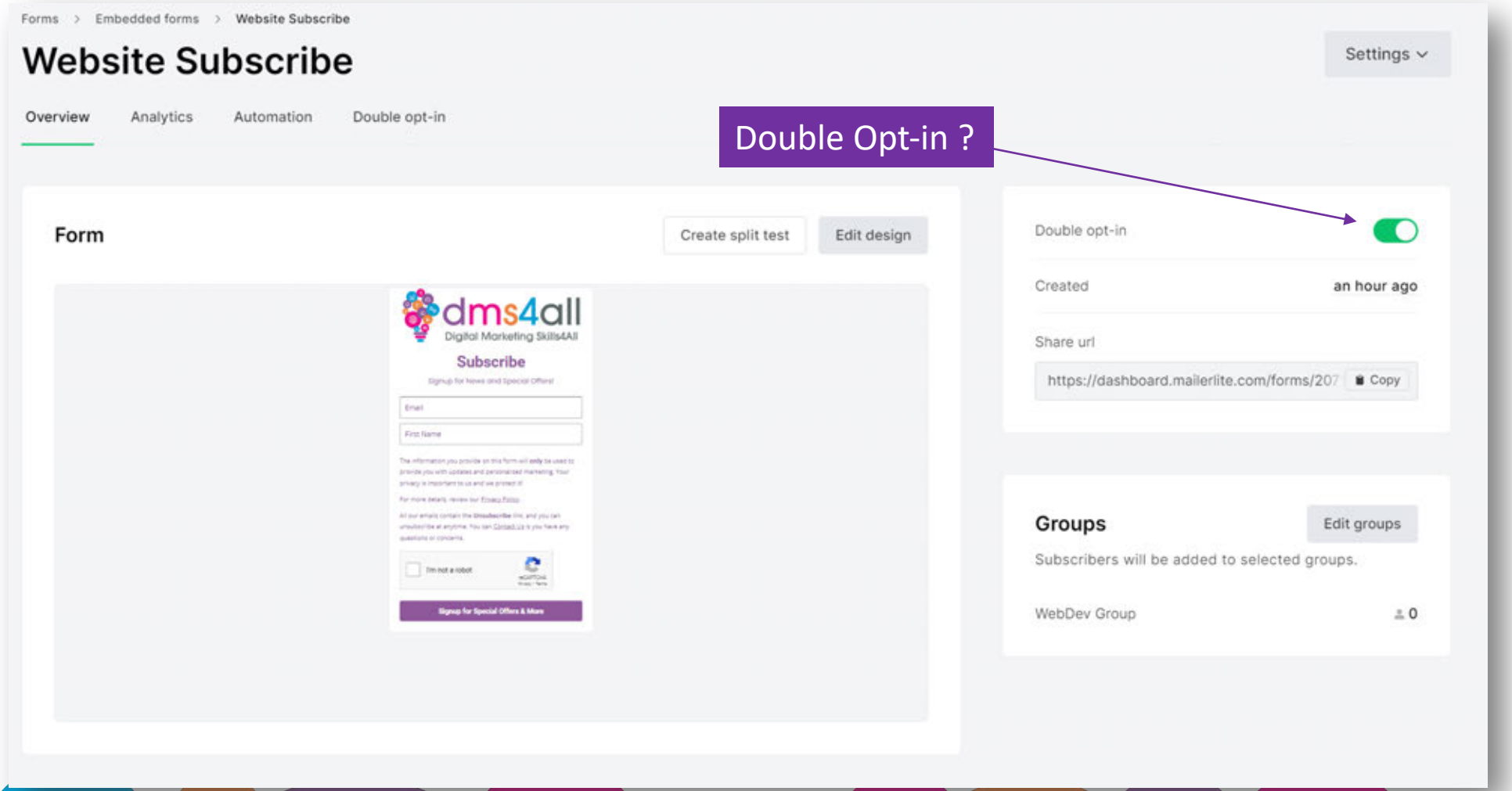

Copy the Code

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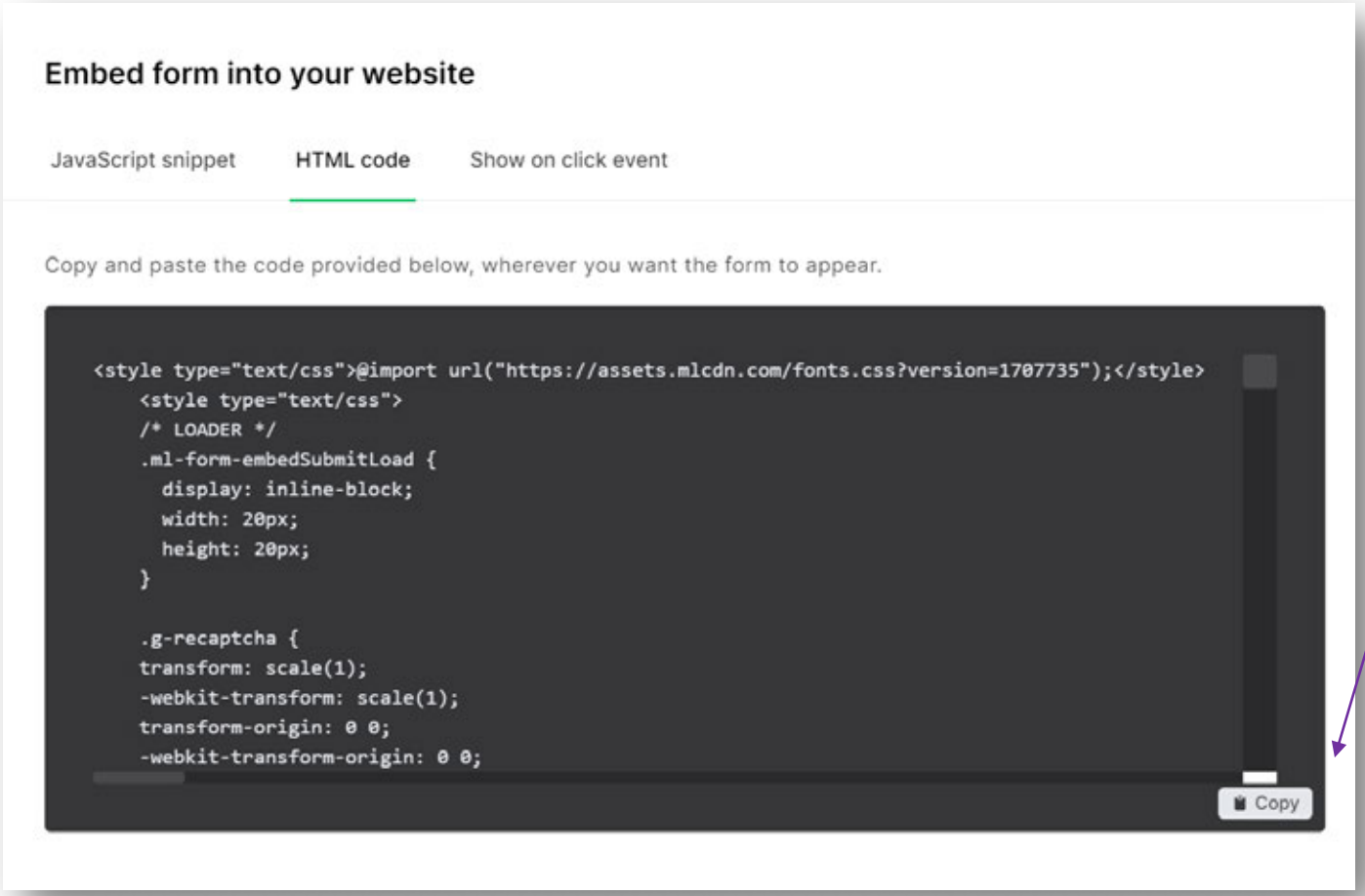

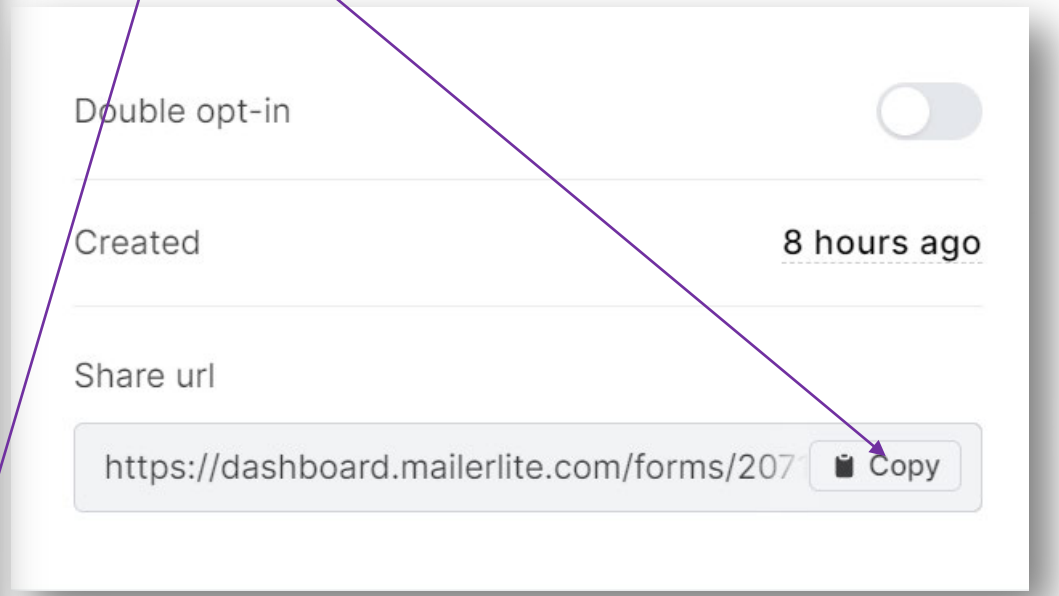

Embed on Website

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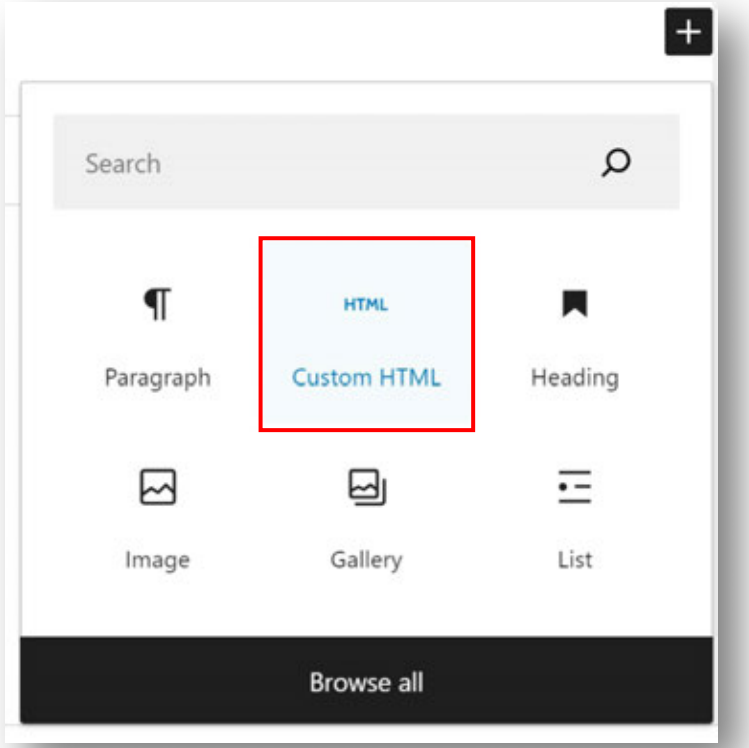
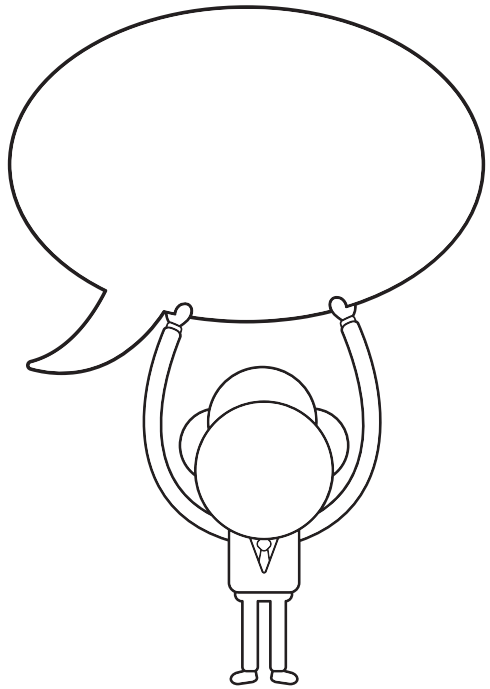
HTML | HTML | Preview

```
<style type="text/css">@import url("https://assets.mlcdn.com/fonts.css?version=1707735");</style>
    <style type="text/css">
    /* LOADER */
    .ml-form-embedSubmitLoad {
      display: inline-block;
      width: 20px;
      height: 20px;
    }

    .g-recaptcha {
    transform: scale(1);
    -webkit-transform: scale(1);
    transform-origin: 0 0;
    -webkit-transform-origin: 0 0;
    height: ;
    }
```



Show and tell



Does anyone want to share their activities or experieces with us?

Any Questions?

Final thoughts

Any comments on today?
What one thing do you feel you have taken from or improved upon from today?

Don’t forget

Make sure you complete your tasks.

Today’s page has the links to download the session slides and notes.

Up next...

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See you next week for Elementor