



dms4all

Digital Marketing Skills4All

GDPR

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

**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.

Subscribe to our Positive Eye Newsletter

* indicates required field

Email *

First Name

Last Name

Job Role

Marketing Permissions

Please select all the ways you would like to hear from Positive Eye Ltd:

Email Direct Mail

You can unsubscribe at any time by clicking the link in the footer of our emails. For information about our privacy practices, please visit our website.

We use Mailchimp as our marketing platform. By clicking below to subscribe, you acknowledge that your information will be transferred to Mailchimp for processing. [Learn more about Mailchimp's privacy practices here.](#)

Subscribe



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



Signup at mailerlite.com/signup

⚠ 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.

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


- 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

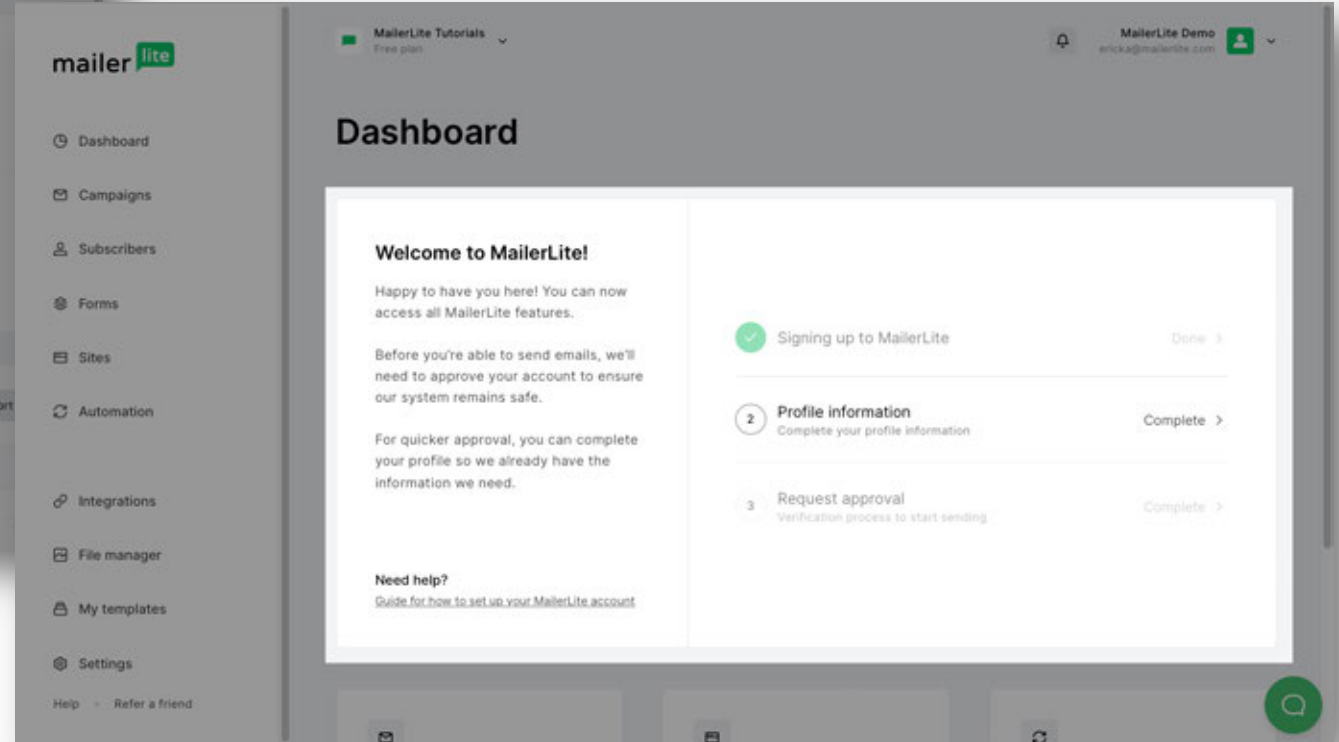
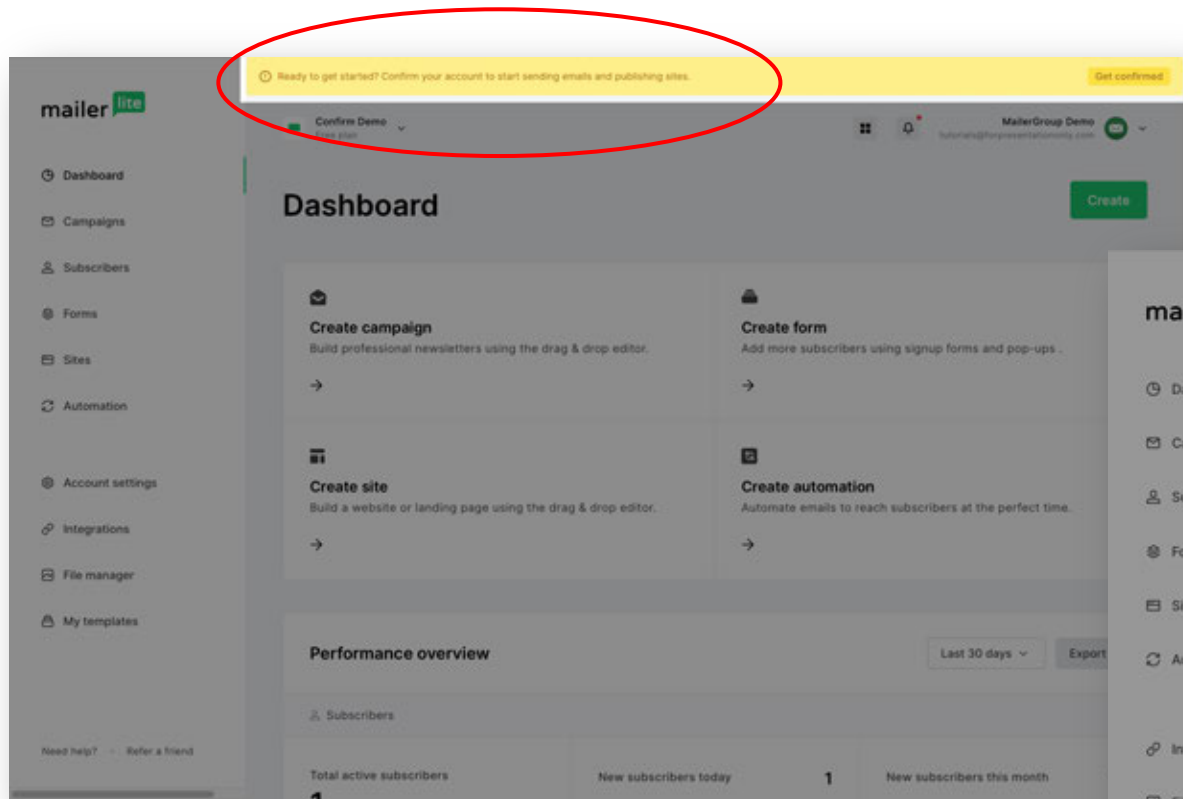
Try Advanced features for 30 days

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



Account Settings

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

Account settings

Company profile **Default settings** Domains E-commerce integration Link tracking

Account updated

Organization information

The following information will help us automatically build your email footers to comply with the CAN-SPAM act and international anti-spam laws.

Company/organization name
lesleywalsh.co.uk

Website URL
https://lesleywalsh.co.uk

Address
Your Business Address

City
Your City

Country
United Kingdom

Time
Current time in time zone: 2024-03-10 11:21:26

Time zone
Europe/London (+00:00)

Time format
2024-03-10 11:19:13

MailerLite branding

Appears at the bottom of your emails, forms and landing pages.

Account settings

Company profile **Default settings** Domains E-commerce integration Link tracking

Default sender

This will be displayed in the "From" field of your recipient's email client. We recommend using your own email and name.

Sender name
LesleyWalsh.co.uk


Sender email
hello@lesleywalsh.co.uk

Add recipient's name

If enabled, the recipient's name will be displayed in the "To" field of their email client.

Default logo

This logo will be displayed anywhere you have a logo placeholder in campaigns or landing pages.

 Remove image

Force-update logo in drafts, ongoing automation emails and published landing pages.

Brand settings

Provided settings will be applied on elements used in campaigns created with a new drag&drop email builder.

Font family
Quicksand

Primary color
Secondary color

Domain Verification & Authentication

Account settings

Company profile Default settings **Domains** E-commerce integration Link tracking

Sending domains

Manage your sending domains. Need help? Learn more [about verification and authentication](#) or [custom domains](#)

[Add domain](#)

Domain	Verification	Authentication	Domain alignment
lesleywalsh.co.uk	Verified	Authenticated	Add custom domain

[Upgrade your plan](#)

Sites

Create websites or landing pages using your own domain. Learn [how to add custom domains](#).

[Add domain](#)

Domain	Status	SSL	Site
No custom domains.			

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



Create a Form

Dashboard

Create



Create campaign

Build professional newsletters using the drag & drop editor.



Create form

Add more subscribers using signup forms and pop-ups .

Continue →



Create site

Build a website or landing page using the drag & drop editor.



Create automation

Automate emails to reach subscribers at the perfect time.



New form

Form details

Start a new form by entering the name and choosing the form type.

Form name

Don't worry, it's just for internal use and you can change it later.

Type

Pop-up

Convert your website visitors into newsletter subscribers

Embedded form

Create website signup forms that match your brand design

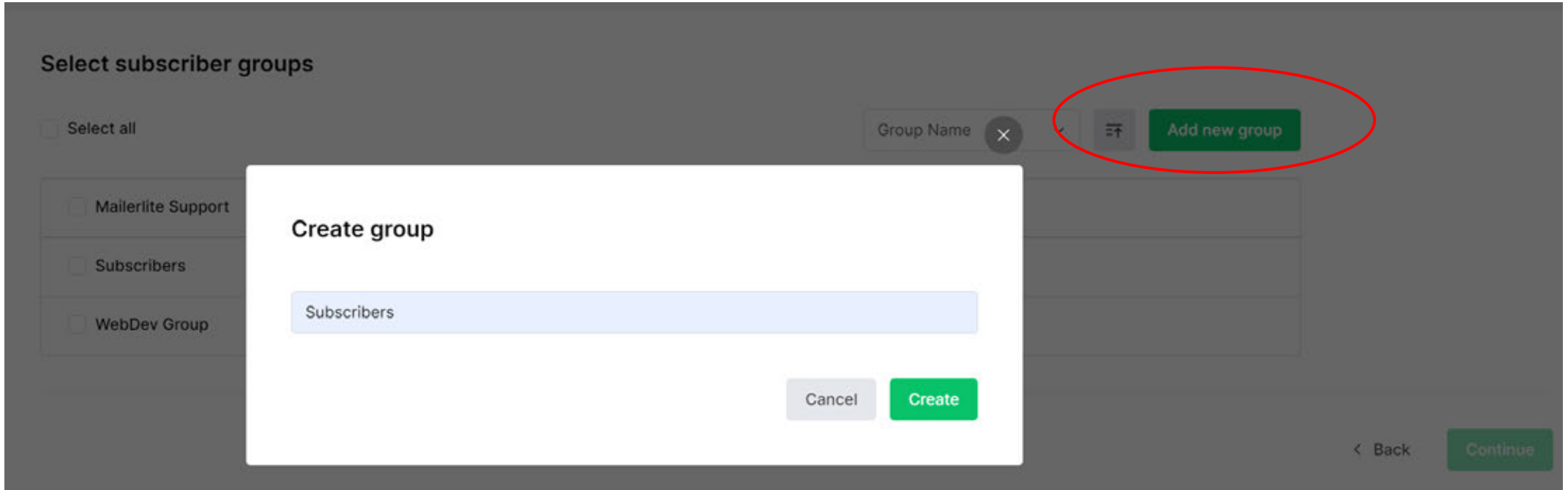
Promotion Advanced plan only

Deliver messages on your website using pop-ups

Cancel

Save and continue

Create a Group





The screenshot shows a user interface for selecting subscriber groups. The main area is titled "Select subscriber groups" and contains a list of groups: "Select all", "Mailerlite Support", "Subscribers", and "WebDev Group". A modal window titled "Create group" is open in the foreground, showing a text input field with "Subscribers" entered and two buttons: "Cancel" and "Create". In the background, a red circle highlights the "Add new group" button, which is located next to a search bar labeled "Group Name". At the bottom right of the main interface, there are "Back" and "Continue" buttons.





Card Type

Design Settings

 **CARD**
Advanced form having an image.
[Change](#)

 **DEFAULT**
Form that is inline with the content of your page.

 **HORIZONTAL**
Nicely looking horizontal type form.

 **CARD**
Advanced form having an image.


Choose

Subscribe

Signup for News and Special Offers!

Subscribe

Signup for News and Special Offers!

dms4all
Digital Marketing Skills4All

Subscribe

Signup for News and Special Offers!

Signup for Special Offers & More



Form Design

Design Settings

DEFAULT
Form that is inline with the content of your page.
[Change](#)

BACKGROUND
 Background

FORM
 Background Layout

CONTENT STYLE
 Heading 1 Text

FORM ELEMENTS
 Input Label
 Checkbox Checkbox description

CALL TO ACTION
 Button

Design Settings

CARD
Advanced form having an image.
[Change](#)


BACKGROUND
 Background

FORM
 Background Layout

CONTENT STYLE
 Heading 1 Text

FORM ELEMENTS
 Input Label
 Checkbox Checkbox description

CALL TO ACTION
 Button

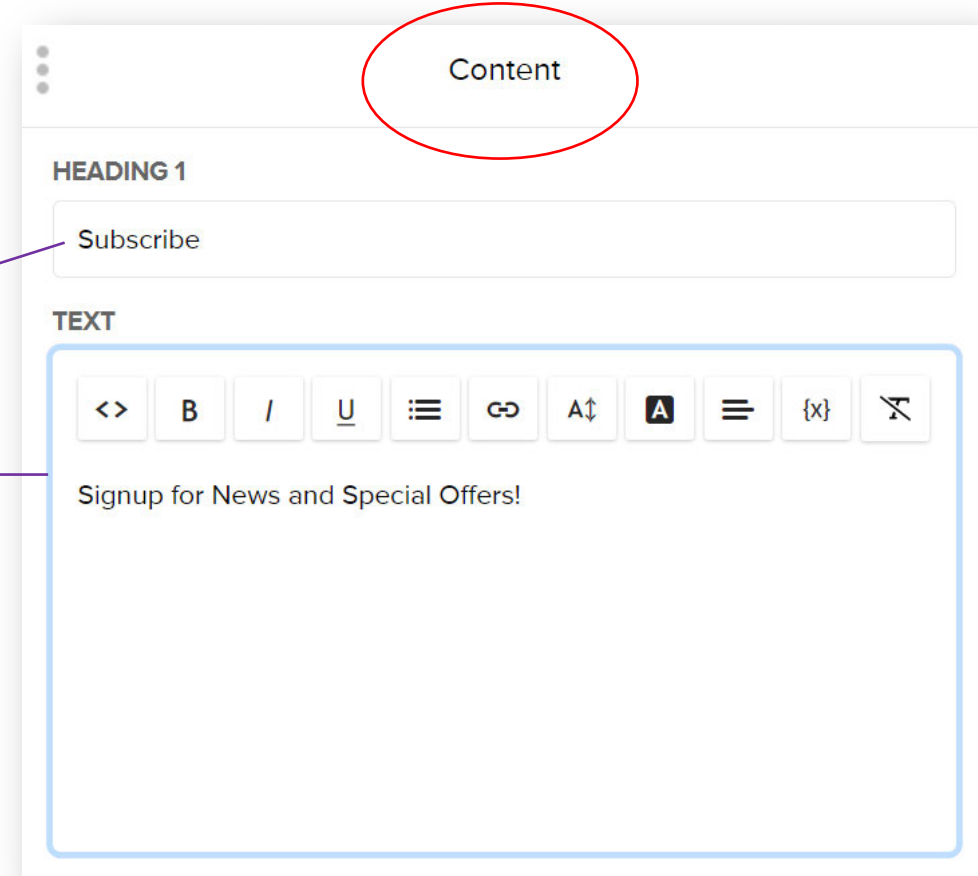
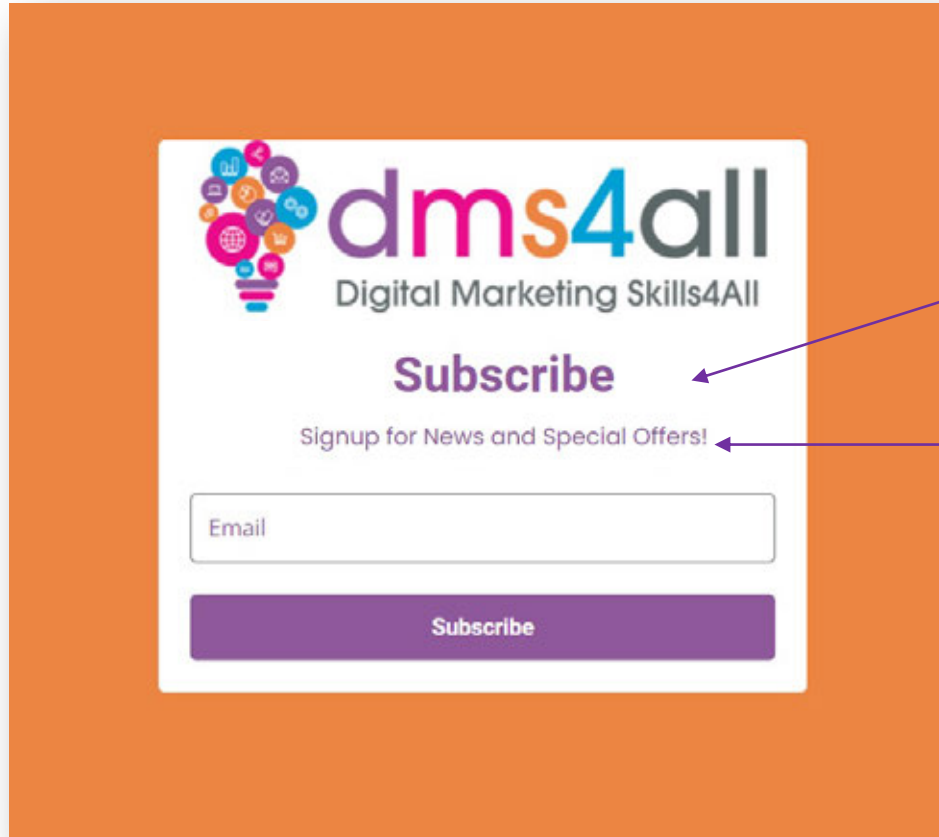


dms4all
Digital Marketing Skills4All

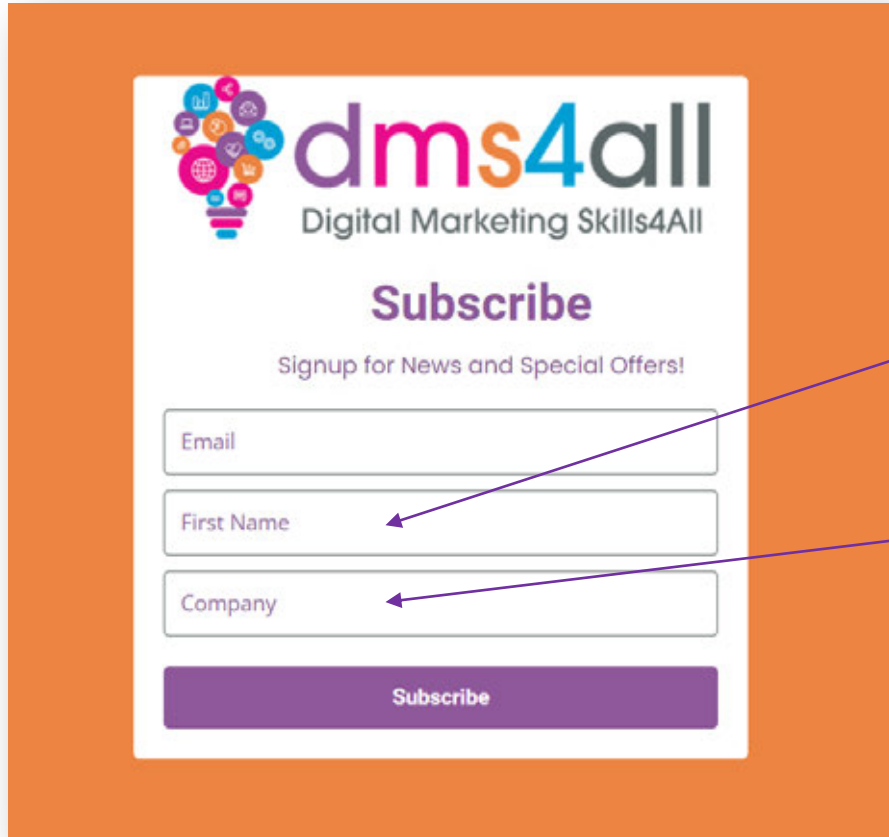
Subscribe
Signup for News and Special Offers!



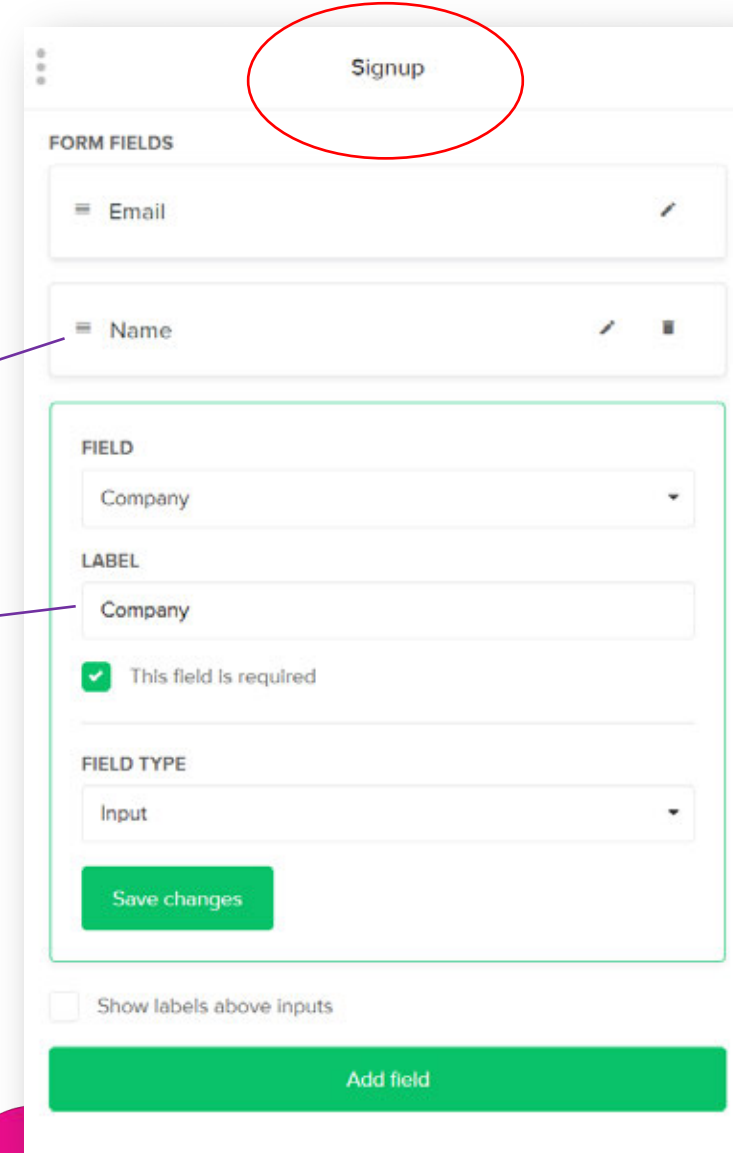
Content



Signup



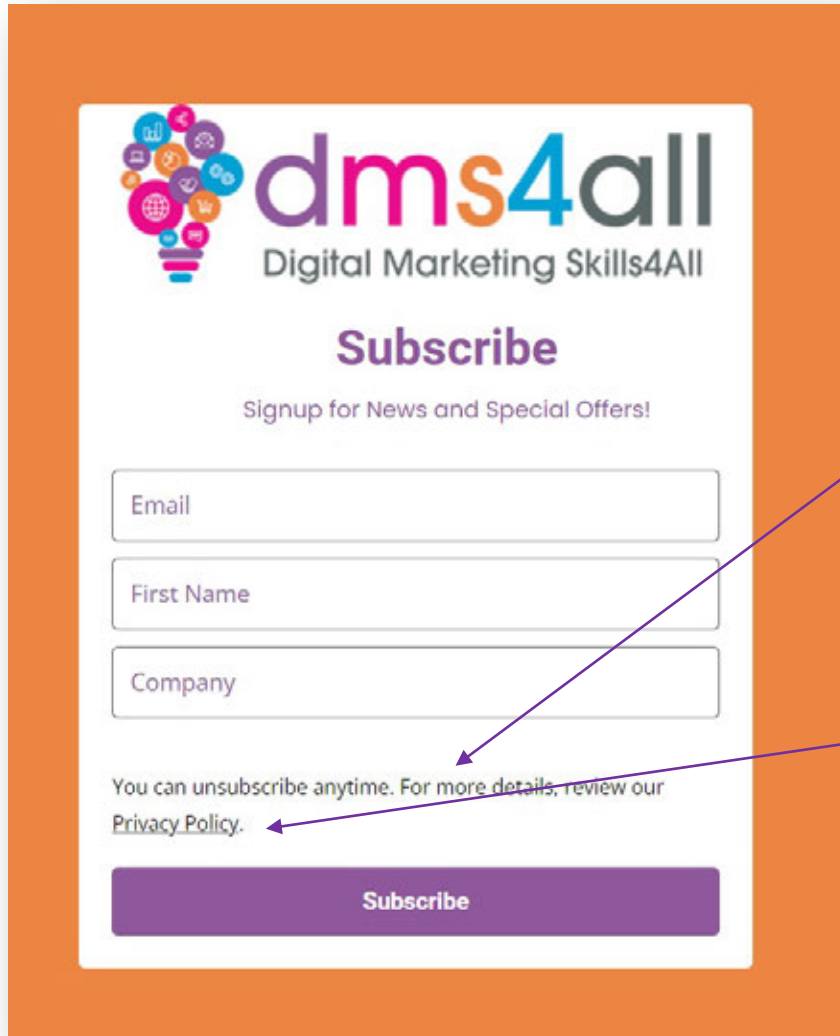
The image shows the front view of a 'Subscribe' form for dms4all. The form is set against an orange background. It features the dms4all logo at the top left, followed by the text 'Subscribe' and 'Signup for News and Special Offers!'. Below this, there are three input fields: 'Email', 'First Name', and 'Company'. At the bottom of the form is a purple 'Subscribe' button. Two purple arrows point from the 'Company' field in the front view to the 'Company' field configuration in the back view.



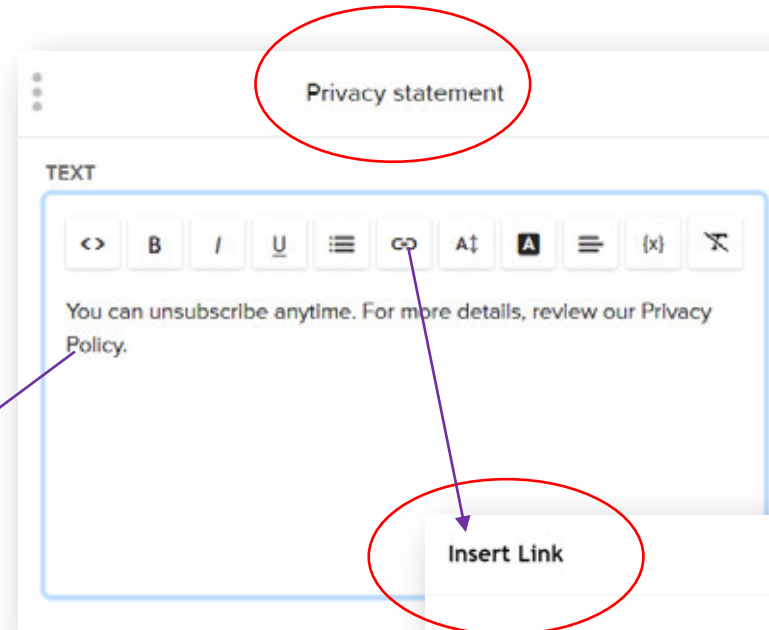
The image shows the back view of the form configuration for the 'Signup' form. The title 'Signup' is circled in red at the top. Under the heading 'FORM FIELDS', there are two existing fields: 'Email' and 'Name'. A new field configuration is highlighted with a green border. This configuration includes:

- FIELD:** A dropdown menu with 'Company' selected.
- LABEL:** A text input field containing 'Company'.
- Required:** A checked checkbox with the text 'This field is required'.
- FIELD TYPE:** A dropdown menu with 'Input' selected.
- Buttons:** A green 'Save changes' button and a green 'Add field' button at the bottom.
- Option:** An unchecked checkbox labeled 'Show labels above inputs'.

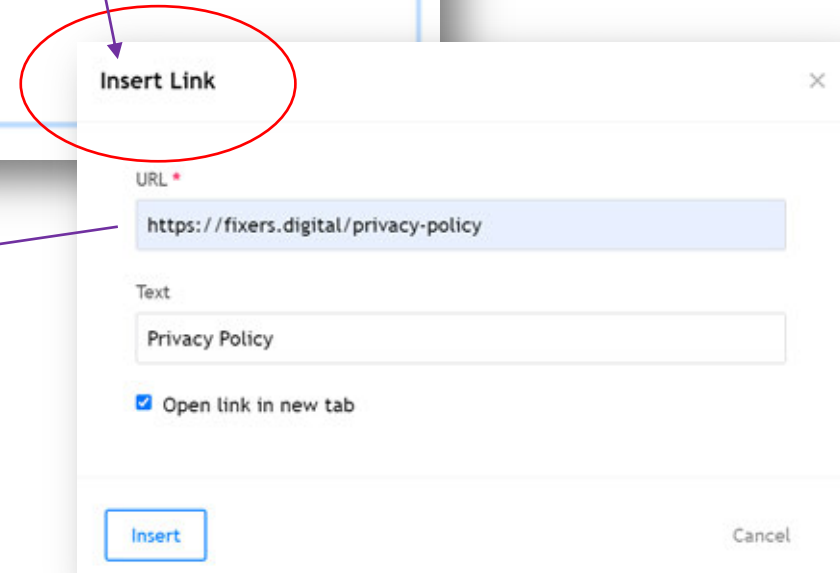
Privacy Policy



The image shows a subscription form for dms4all. At the top left is the dms4all logo, a colorful lightbulb with icons inside, followed by the text "dms4all Digital Marketing Skills4All". Below this is a "Subscribe" heading and the subtext "Signup for News and Special Offers!". There are three input fields: "Email", "First Name", and "Company". At the bottom, there is a purple "Subscribe" button. A line of text reads "You can unsubscribe anytime. For more details, review our [Privacy Policy](#)." Two purple arrows point from the text in the form to the corresponding text in the editor and the link dialog.



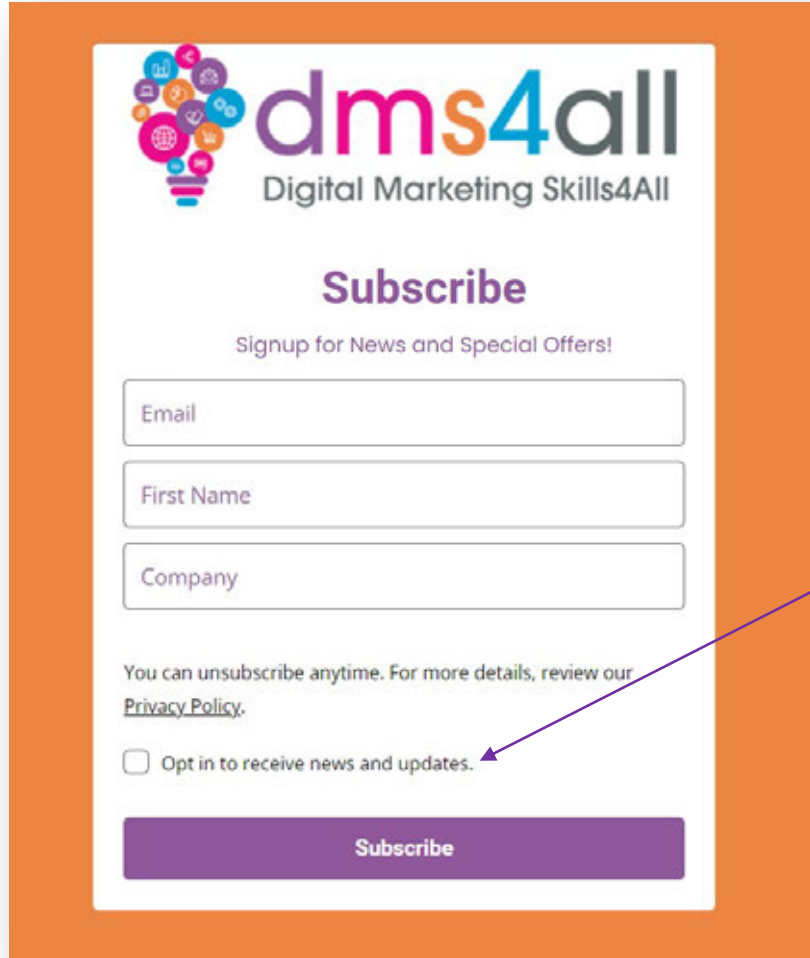
The image shows a text editor interface. At the top, the text "Privacy statement" is circled in red. Below it is a "TEXT" toolbar with icons for bold, italic, underline, list, link, unlink, text color, background color, indent, and outdent. The text area contains the sentence "You can unsubscribe anytime. For more details, review our [Privacy Policy](#)." A purple arrow points from the link icon in the toolbar to the "Insert Link" dialog box.



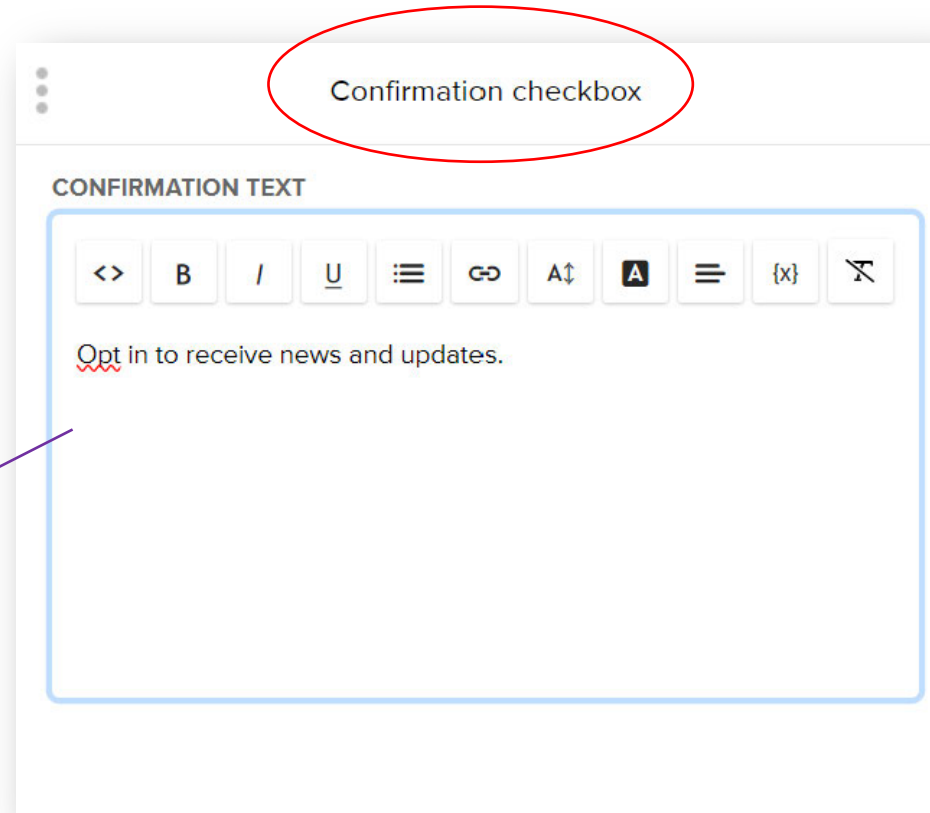
The image shows an "Insert Link" dialog box. The "URL" field contains "https://fixers.digital/privacy-policy". The "Text" field contains "Privacy Policy". The "Open link in new tab" checkbox is checked. There are "Insert" and "Cancel" buttons at the bottom.



Confirmation Checkbox



The image shows a subscription form for dms4all. At the top left is the dms4all logo with the tagline "Digital Marketing Skills4All". Below the logo is the heading "Subscribe" and the subtext "Signup for News and Special Offers!". There are three input fields: "Email", "First Name", and "Company". Below these fields is a link to the "Privacy Policy" and a checkbox labeled "Opt in to receive news and updates.". At the bottom is a purple "Subscribe" button. A purple arrow points from the checkbox in this form to the confirmation text editor on the right.



The image shows a confirmation text editor interface. At the top, the text "Confirmation checkbox" is circled in red. Below it is a section titled "CONFIRMATION TEXT" containing a rich text editor toolbar with icons for bold, italic, underline, list, link, unlink, text color, background color, indent, and outdent. The text "Opt in to receive news and updates." is entered into the editor, with the word "Opt" underlined in red. A purple arrow points from the checkbox in the form on the left to this text.



Marketing Permissions


Marketing Permissions Fields

Content Options

TITLE
Marketing Permissions

DESCRIPTION

The information you provide on this form will only be used to provide you with updates and personalized marketing. Your privacy is important to us! Please let us know how you would like to keep in touch:



dms4all
Digital Marketing Skills4All

Subscribe

Signup for News and Special Offers!

Email

First Name

Company

You can unsubscribe anytime. For more details, review our [Privacy Policy](#).

Marketing Permissions

The information you provide on this form will only be used to provide you with updates and personalized marketing. Your privacy is important to us! Please let us know how you would like to keep in touch:

Email
We will send you occasional emails about promotions, new products and important updates to keep you in the loop.

Customised online advertising
We will use your information to show you ads that are more relevant to you to improve your online experience.

By clicking below to submit this form, you acknowledge that the information you provide will be processed in accordance with our Privacy Policy.

Opt in to receive news and updates.

Subscribe

Marketing Permissions Fields

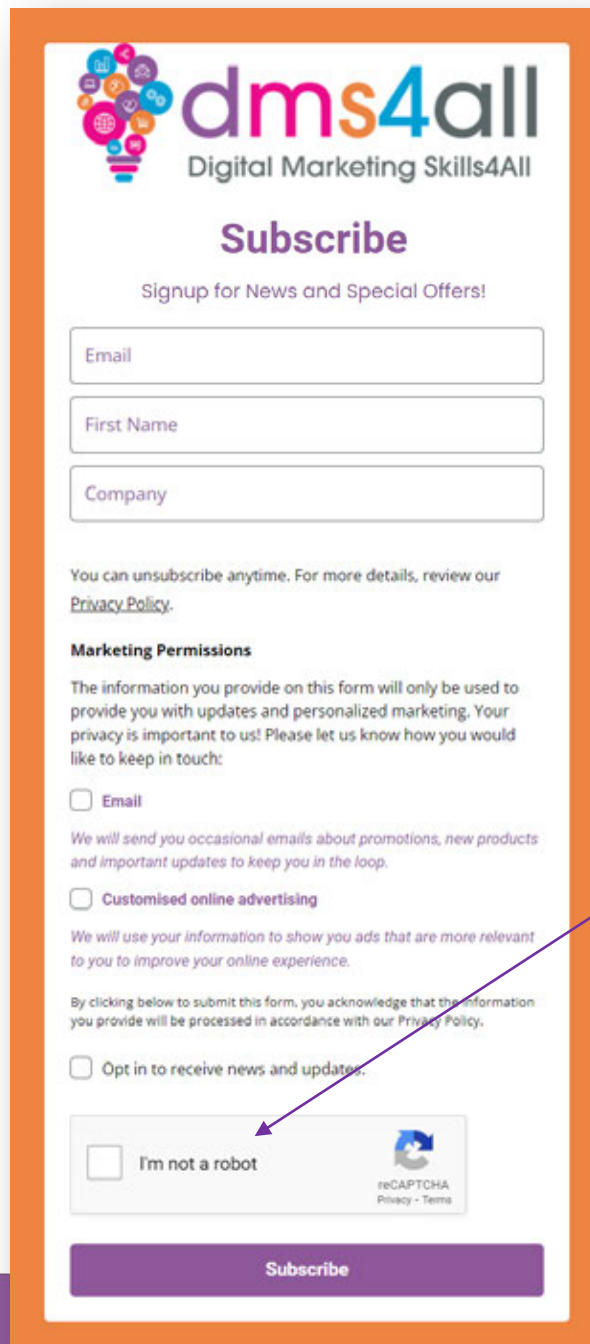
Content **Options**


OPTIONS

Email	We will send you occasior	🗑️ =
Customized online advert	We will use your informati	🗑️ =

Add an option

reCAPTCHA



 **dms4all**
Digital Marketing Skills4All

Subscribe

Signup for News and Special Offers!

You can unsubscribe anytime. For more details, review our [Privacy Policy](#).

Marketing Permissions

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We will send you occasional emails about promotions, new products and important updates to keep you in the loop.

Customised online advertising

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By clicking below to submit this form, you acknowledge that the information you provide will be processed in accordance with our [Privacy Policy](#).

Opt in to receive news and updates.

I'm not a robot 

reCAPTCHA
Privacy - Terms

Subscribe

message.



reCAPTCHA

Helps prevent spambots from subscribing to your email list.

Interest Groups

Design Settings

FORM SETTINGS


- Privacy policy**
Add a privacy statement.
- Confirmation checkbox**
Add user-consent checkbox to your signup form.
- Hidden segmentation field**
Add hidden field to segment your subscriber list.
- Marketing permissions fields (GDPR-compliant)**
Customize your signup form to include marketing permissions.
- Interest groups**
Let your subscribers choose their interest groups.
- Custom success page**
Send subscribers to your URL instead of the standard success message.
- reCAPTCHA**
Helps prevent spambots from subscribing to your email list.

USE CUSTOM FIELD

Choose field

ASSIGN VALUE

Enter a value



Subscribe

Signup for News and Special Offers!

Email

First Name

Company

You can unsubscribe anytime. For more details, review our [Privacy Policy](#).


Marketing Permissions

The information you provide on this form will only be used to provide you with updates and personalized marketing. Your privacy is important to us! Please let us know how you would like to keep in touch:

- Email**
We will send you occasional emails about promotions, new products and important updates to keep you in the loop.
- Customised online advertising**
We will use your information to show you ads that are more relevant to you to improve your online experience.

By clicking below to submit this form, you acknowledge that the information you provide will be processed in accordance with our Privacy Policy.

- Get Special Offers**
Special Interest Group (eg special offers)
- Opt in to receive news and updates.

I'm not a robot 

Subscribe

Edit group

GROUP NAME

Get Special Offers

Default: Web Dev Group

DESCRIPTION

Special Interest Group (eg special offers)

GROUP VISIBILITY

Hidden group
Subscribers will be added to the group by default.

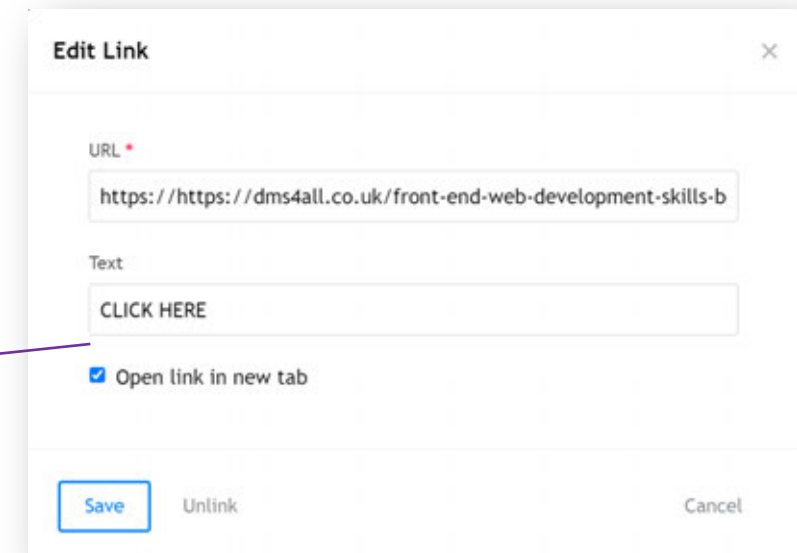
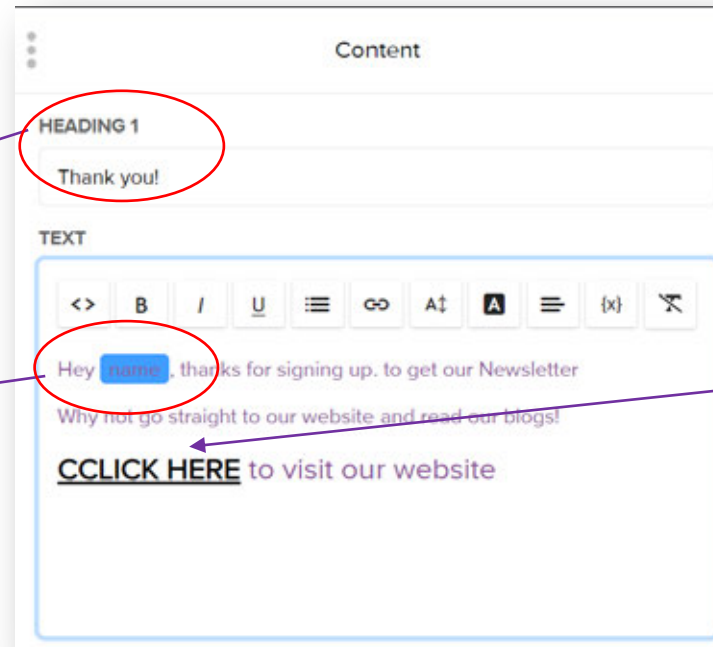
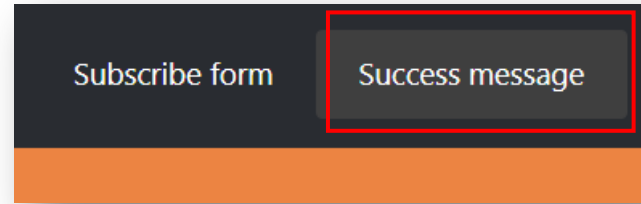
Custom Success Page

Custom success page
Send subscribers to your URL instead of the standard success message.


REDIRECT URL



Success Message or Redirect



Signup Form Created



dms4all
Digital Marketing Skills4All


Subscribe

Signup for News and Special Offers!

The information you provide on this form will **only** be used to provide you with updates and personalised marketing. Your privacy is important to us and we protect it!

For more details, review our [Privacy Policy](#).

All our emails contain the **Unsubscribe** link, and you can unsubscribe at anytime. You can [Contact Us](#) if you have any questions or concerns.

 I'm not a robot 
reCAPTCHA
Privacy - Terms

Signup for Special Offers & More

Form Overview

Forms > Embedded forms > Website Subscribe


Website Subscribe

Settings ▾

Overview Analytics Automation Double opt-in

Form

Create split test Edit design



Double opt-in

Created **an hour ago**

Share url
<https://dashboard.mailerlite.com/forms/207> Copy

Groups

Edit groups

Subscribers will be added to selected groups.

WebDev Group	0
--------------	---

Double Opt-in ?



Copy the Code

Embed form into your website

JavaScript snippet

HTML code

Show on click event

Copy and paste the code provided below, wherever you want the form to appear.

```
<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;
}
```

Copy

Double opt-in

Created

8 hours ago

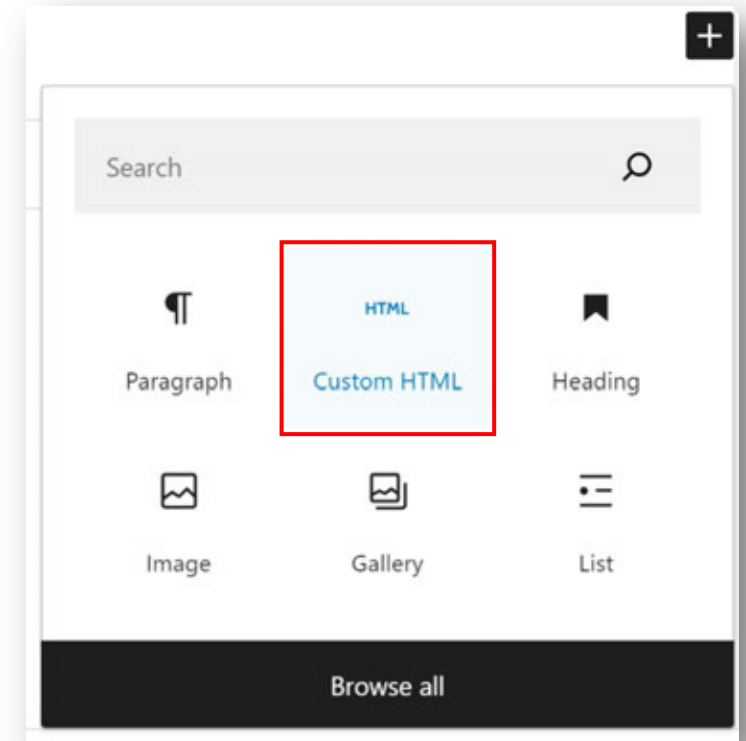
Share url

<https://dashboard.mailerlite.com/forms/207>

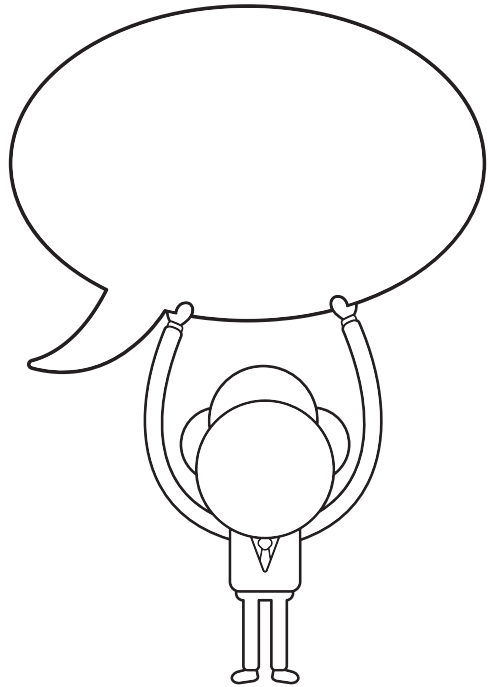
Copy

Embed on Website

```
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: ;  
  }  
</style>
```



Show and tell



Does anyone want to share their activities or experiences 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...

See you next week for **Elementor**

