

Don't be afraid of GDPR

– Prepare with an AMS database health check



We know the General Data Protection Regulation (GDPR) is due to come into force 25th May 2018, but there is no need to be afraid. Early indications from DMA suggest 'opt-in' requirement for B2B email won't be coming into effect under the GDPR. There are a number of unanswered questions still on the table with the ICO and DMA, with answers starting to filter through.

HOWEVER – what we do know for sure is your database will need to be:

- › Accurate
- › Refreshed
- › Formatted consistently
- › Duplications resolved
- › Removal of suspicious data

If you can get to the stage where you are confident these aspects are under control, then your database will be in the best possible position to adapt to further requirements set-out in the GDPR once they are known.

HEALTH CHECK DELIVERY MODEL

