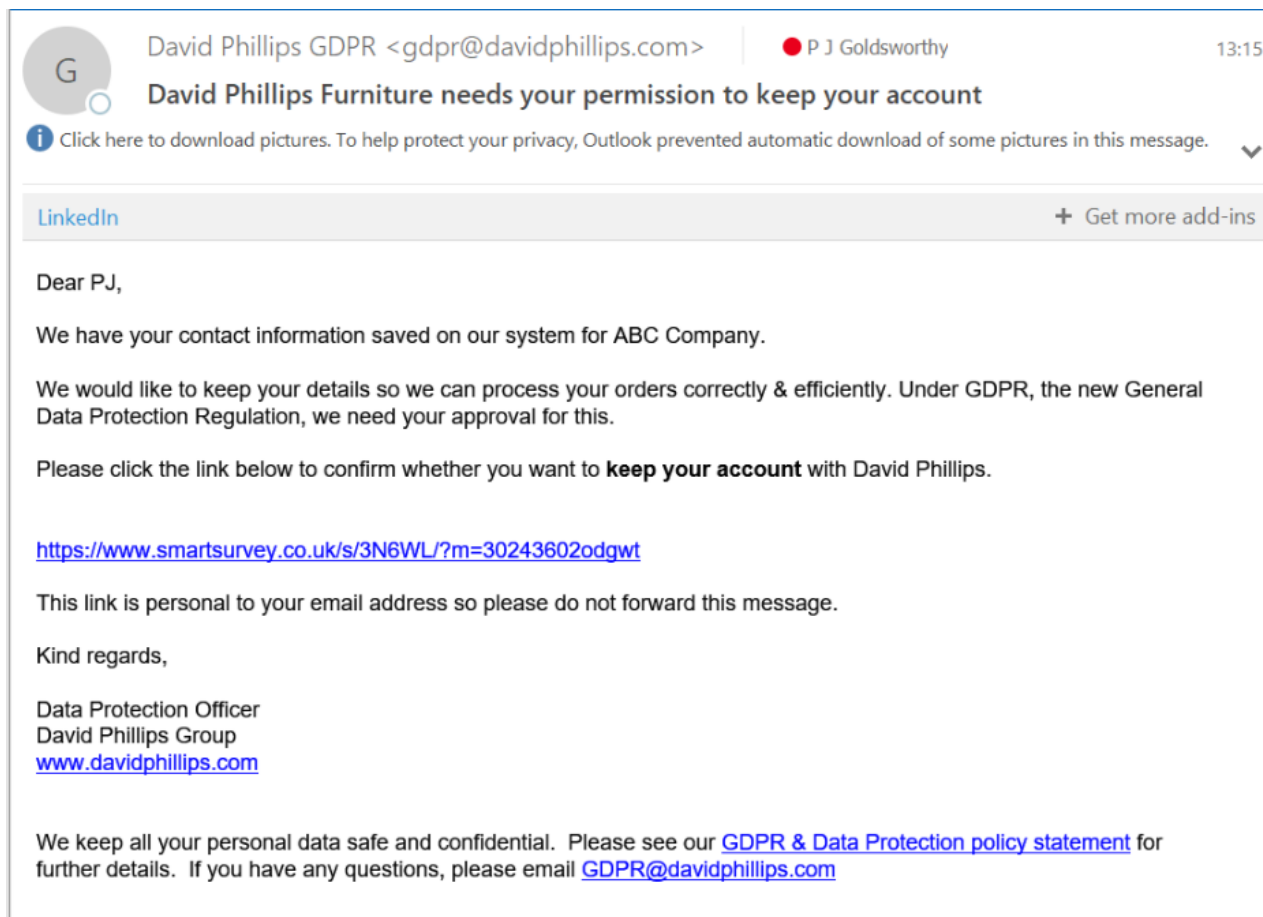



## Step 1 – User receives an email from the GDPR Campaign



Click through the link.

Step 2 – the user is first requested to opt in to marketing ‘purpose’.

**GDPR - keep your account**



---

**Thanks for clicking through. Just a couple of questions.  
First, would you like to receive occasional news & offers  
from us?**

\*


☐ **YES**

☐ **No**

The user must either click “YES” or “No”.  
Ideally, YES.

Step 3 - If “Yes” – they choose a marketing ‘means’ option.  
Ideally – ANY METHOD

**GDPR - keep your account**



Great! How would you like to receive the news and offers from us? \*

☐ **ANY METHOD**

☐ Email


☐ Post

☐ Phone

[Previous Page](#) [Next Page](#)

If “No” – they choose whether to keep account for ‘transaction’ purpose only.

**GDPR - keep your account**



We're sorry you don't want to receive our marketing information. Would you still like us to keep your account so we can process new orders efficiently for you? \*

☒ **YES**

☐ No

[Previous Page](#) [Next Page](#)

If the user has opted in for either ‘marketing’ or ‘transaction’ purpose, they are invited to verify/correct their contact details.  
If not, the survey is complete.

Finally – If opted in, confirm/amend information.

(NB if the contact drops out at this stage, they have already opted in to marketing/transactions.)

GDPR - keep your account

DAVID  
PHILLIPS/

Finally, please check your contact details.

Amend if required. If all OK, press 'Next Page' to finish.

Surname

Job Title

Mobile Phone Number

Previous Page

Next Page

When finished, shown this page.

GDPR - keep your account

DAVID  
PHILLIPS/

Thank you. We will update our records.