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

David Phillips GDPR <gdpr@davidphillips.com> ● P J Goldsworthy 13:1   David Phillips Furniture needs your permission to keep your account 13:1   Click here to download pictures. To help protect your privacy, Outlook prevented automatic download of some pictures in this message.</gdpr@davidphillips.com>		
LinkedIn + Get more add-ins		
Dear PJ,		
We have your contact information saved on our system for ABC Company.		
We would like to keep your details so we can process your orders correctly & efficiently. Under GDPR, the new General Data Protection Regulation, we need your approval for this.		
Please click the link below to confirm whether you want to keep your account with David Phillips.		
https://www.smartsurvey.co.uk/s/3N6WL/?m=30243602odgwt		
This link is personal to your email address so please do not forward this message.		
Kind regards,		
Data Protection Officer David Phillips Group www.davidphillips.com		
We keep all your personal data safe and confidential. Please see our <u>GDPR &amp; Data Protection policy statement</u> for further details. If you have any questions, please email <u>GDPR@davidphillips.com</u>		

### Click through the link.

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



The user must either click "YES" or "No". Ideally, YES.

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Step 3 - If "Yes" – they choose a marketing 'means' option. Ideally – ANY METHOD

GDPR - keep your account	GDPR - keep your a
DAVID PHILLIPS/	D Pl
Great! How would you like to receive the news and offers from us? •	We're sorry you don't information. Would yo
ANY METHOD	so we can process ne
Email	• YES
Post	U TES
D Phone	
Previous Page Next Page	Pre

If "No" – they choose whether to keep account for 'transaction' purpose only.



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.

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Finally – If opted in, confirm/amend information.

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

