

GDPR

A GUIDE TO GDPR AND YOUR COMMUNITY

On May 25th 2018 the General Data Protection Regulation (“GDPR”) came into effect to strengthen and unify data protection for all individuals within the European Union.

This is your guide to managing your Alida Sparq Insight Community in a manner that helps support your members’ rights under GDPR.

RIGHT	WHAT IS IT	HOW DOES ALIDA HELP?
 RIGHT TO CONSENT	Every member must provide their freely given, specific, informed and unambiguous consent to join a community.	Double opt-in: Every Insight Community includes a double opt-in process which ensures that members provide their explicit consent to join.
 RIGHT TO BE INFORMED	Every member must be provided GDPR compliant disclosures at the time of data collection, including informing members of their rights.	Privacy policy: Every Insight Community includes a privacy policy drafted by you. You retain complete control of the disclosures provided to your community members during and after signup.
 RIGHT TO DATA PORTABILITY	Every member has the right to receive a copy of their personal data in a structured format.	Machine-readable exports: Alida Sparq provides exports in machine-readable CSV format.
 RIGHT TO ERASURE	The member has the right to have personal data permanently removed.	Data purge: Profile Variables can be manually overwritten, and an automated Data Purge function can be enabled to automatically overwrite the personal data of members set to a purged status.
 RIGHT TO ACCESS	The member has the right to obtain information about what personal data is held about them, and to receive a copy of the data.	Member profile exports: Member profile exports allow you to view and export personal data.
 RIGHT TO RECTIFICATION	Should the member request, you must update the personal data held about them.	Member profile imports: Alida Sparq enables you to do this through member profile imports.
 RIGHT TO RESTRICT PROCESSING	If a member requests, you must stop using the personal data for further activity.	Purging: Setting a member’s status to ‘Purge’ will remove them from active participation in the community.
 RIGHT TO WITHDRAW CONSENT	Members may withdraw their consent to the processing of their personal data.	Unsubscribe link: The unsubscribe link contained in every email deployed from the community, as well as the unsubscribe option in the member hub’s Profile section allows members to exercise this right.