



How to make your Qualifio campaigns GDPR compliant

Disclaimer: The information contained in this document is for general guidance only. The application and impact of laws and regulations can vary widely based on the specific facts involved. Accordingly, the information in this document is provided with the understanding that Qualifio is not herein engaged in rendering legal advice. As such, it should not be used as a substitute for consultation with professional legal advisers.

You want to collect “opt-ins”

“I created a campaign with the goal of collecting opt-ins to send electronic communications to my audience”

Examples of situations where this might apply to you:

- You want to grow your newsletter subscribers;
- You previously obtained consent for sending marketing emails, but now you want to target your audience with personalised ads (so you need another consent for another purpose).

If “opt-ins” are your only reason for collecting personal data, then your form should be optional.

Remember: consent cannot be required from the participant; it has to be *freely given*.

Make sure you keep evidence of each user’s consent, as you must be able to provide proof of that. Use the **opt-in manager** of Qualifo to keep track of your consent texts (versioning).

Opt-in to receive our communications

First name

Last name

Email

Phone number

- I want to receive [company]'s electronic communications (sms, email)
- I want to see online interest-based ads from [company]

Send

For more information on how your data will be used, see our [Privacy Policy](#).

Your legal basis will most definitely be **consent**. If you want to know more about how to obtain it in a GDPR-compliant way, [download our ebook](#).

Inform participants about how their data will be processed (i.e. add a link to your **privacy policy**).

You want to engage your audience by organising a contest

...or “I don’t really want to collect data but I kind of have to”

Examples of situations where this might apply to you:

- You hold a contest and you need to be able to contact participants and/or winners;
- You want to limit the number of participations to your campaign based on the email address of participants;
- You use methods to avoid cheating and want participants to identify through a form (captcha, validation email, etc.)

Take into consideration the principle of **data minimisation**: you must limit personal data processing to data that is *absolutely necessary* for carrying out your purpose(s).

Please complete the form below to be entered in the draw

First name

Last name

Email

Check to accept the [Terms & Conditions](#) of this contest

P N E 3 

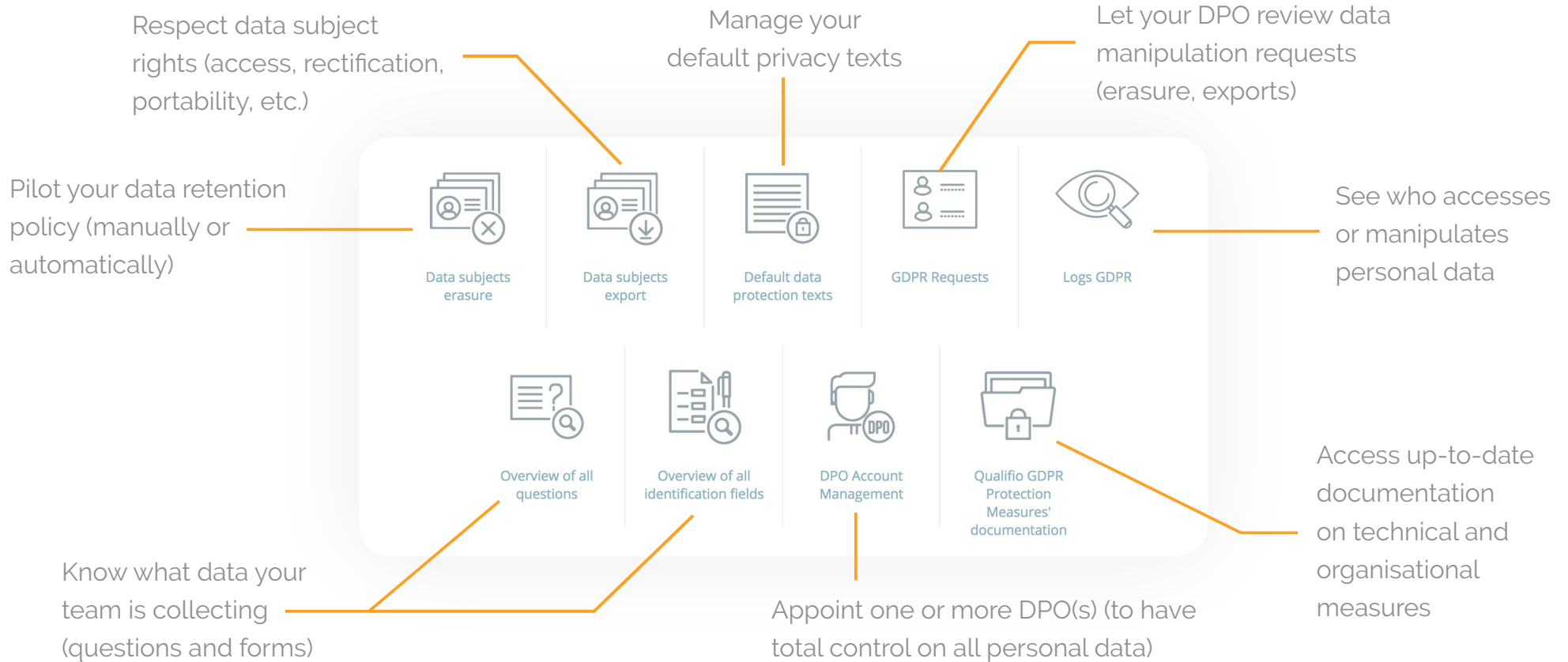
Type the code

Send

Data in this form is collected for the purpose of holding this contest. For more information on how your data will be used, see our [Privacy Policy](#).

In most cases, legal foundation can be **legitimate interest** if personal data is collected only for one or more technical reason(s) and not for direct marketing purposes. However, you still need to make sure that participants are informed about how their data will be processed, hence the link to a **privacy policy**.

Discover our GDPR Toolbox



More resources and news on the GDPR Toolbox:



New GDPR Toolbox from Qualifio



Our GDPR Toolbox has new features!



[Video] Virtual tour of the GDPR Toolbox



[Tutorial] How to use the GDPR Toolbox

Go further...

Read about specific GDPR-related topics:



Email marketing
under GDPR



Consent requests
under GDPR



Records of processing
activities



GDPR for
emarketers

Or refresh your memory with these materials:



GDPR-dedicated
website



[Ebook] Everything you
need to know about
GDPR



[Video Series]
GDPR, explained



How Qualifio is
complying with GDPR