



SOON

IT IS COMING

GDPR WILL AFFECT US ALL



SORRY

“We need to make an apology

We try to make our marketing material fun and colourful. We try to keep you excited about the ways you can grow your business.

But, today, we need to be serious.

The law is changing.

It affects our business. And it affects your business. It's not just for big corporations either.

We all need to prepare. We want to help you make the changes you'll need to make.

We'll do our best to be as clear as we can.

But this stuff might give you a sore head. It's certainly hurt ours.

Let's get started. There's no time to lose.



“What’s this fuss about?”

If your business uses email marketing, sends direct mail or makes sales calls, the law is changing what you can and can’t do.

Some things you might do today will no longer be allowed.

From 25th May 2018, General Data Protection Regulation – or GDPR – comes into force. You’ll hear about this a lot. Because it’s kind of a big deal.

It’s tempting to think “I’ll deal with it in May”.

But there’s some easy things you should do right now, which mean you won’t run into trouble later.

The new GDPR law is complex and extensive. It goes well beyond what we can fit in this guide. However, we’ve put together some practical advice on things to help you start to comply.





“What data are you collecting about me?”

You might be thinking, “ah here, I’m not collecting any data”.

If you use any tracking tools on your website, like Google Analytics, then yes. Yes, you are.

People have the right to know what personal information you’re storing about them. And what you might do with that data.

The law applies to data which could be traced back to an individual. That even includes things like their computer’s IP address.

If your site doesn’t have a Privacy Policy, it needs one to comply. It needs to tell people what you’re going to do. We can provide a template. Edit it for your business and remove the bits that don’t apply.

Ask us to add a **Privacy Policy page**, starting at **€89**.





“ But did you let them say no?

You need to explicitly ask permission to send someone email marketing. They must opt in.

It's **not** ok to assume you have permission. It's **not** ok to hide it in your privacy policy. And it's **not** ok to pre-tick a box which people have to untick. Those things might have been allowed in the past, but not any more.

Start getting consent now. Don't wait for the deadline.

On your website contact forms, registration forms or check out pages, we can add tick boxes if you don't have them. Or if you have pre-ticked boxes, we can re-programme the default setting.

If we've designed your site already, ask for our **Opt-in, tune-up service** which starts at **€129**. If we haven't, let's talk about getting your site compliant.





“ But when
did they say
it was ok?

So we know we have to ask people to opt-in.
Is that enough?

No. There's more.

You need to record **when** they gave you permission.
And you need to log exactly **what** they were shown
when they opted in.

If you get an email notification when someone
registers or checks out, that may be enough to
comply. Provided you store the email securely and it
clearly shows what the tick box said.

If you'd like to manage consent better, ask us about
adding a customer database to your website.





“What about my existing customers?”

Now here's the thing.


GDPR says, if there's another law that conflicts with it, you should pay attention to that law instead.

When it comes to email and telephone marketing, existing legislation takes priority.

The good news is the law currently allows a thing called 'soft opt-in'.

So, if you got someone's email address when they bought something, or negotiated to buy from you, then it's ok to send marketing about the same kind of thing they were interested in. Nice.

The bad news is the law is being replaced. New stricter ePrivacy law is being debated. Nobody knows whether soft opt-in will be allowed. So it makes sense to get explicit opt-in when you can.

A black, L-shaped sign is hanging from a silver door handle. The sign has the words "Do Not Disturb" printed in a gold, serif font. The door is white with visible wood grain and some wear. The sign is positioned to the left of the handle, and the handle is a standard cylindrical design with a keyhole in the center.

Do Not
Disturb



“Will you just leave me alone?!”

People have the right to tell you to stop marketing to them.

And you must make it easy for them to opt-out of receiving future marketing.

From today, make sure marketing emails tell people how to unsubscribe. That could be saying *‘reply with “unsubscribe” in the subject’*. Or make it smarter, with a link to click.

On printed mailers, tell people what to do to stop receiving mailers. Perhaps a number to call, an address to email or a link to visit. Don’t wait until May to do this – make sure your mailers comply when you next reorder.

The second – and most important – part, is keeping a ‘do not contact’ list. Once someone has opted out, it’s critical you stop sending stuff. Or face stiff fines from the regulator.

Ask about building an **Opt-out landing page** for you – these start from **€249**.





“Can I call you, maybe?”

Heard of the National Directory Database? It's also known as the NDD.

To have your telephone number included in the NDD opt-out register you should contact your telephone line provider. It is the responsibility of each line provider to have your preference recorded on the NDD. If a line provider fails to record your preference a complaint can be made to ComReg which has responsibility for this aspect.

All telemarketing firms or companies conducting telemarketing campaigns are now legally obliged to consult the National Directory Database (NDD) opt-out list before they commence a campaign, to make sure they do not call anyone who has opted out of third party contact. Within 28 days of opting out, no direct marketing/cold calling from third parties should occur.





“But is your website secure though?”

You know the little padlock symbol you see in your browser bar? That shows whether a website is secure.

It technically means the website has an SSL certificate. (If you're wondering, SSL stands for Secure Sockets Layer. Bet you're glad you asked.)

If you're storing any personal data on your website, you absolutely must have an SSL certificate. This encrypts transmission of the data.

In October 2017, Google implemented the second part of its plan to label any sites **without an SSL** certificate as **non-secure**.

So even if your site only has a contact form, unless it has an SSL certificate, your visitors might get a nasty warning. That will probably freak some people out, so it's best to take action today.

We can add an SSL certificate from as little as €49 per year if we host your site, or €129 per year if we don't.



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“ But what about things that I mail?”

The new GDPR legislation has admirable aims – to protect your personal data and to prosecute rogue organisations who misuse it.

But it does make life more difficult for honest businesses who just want to win more clients. So far this sounds like a lot of faff, doesn't it?

Quick recap: you need explicit opt-in to email someone (or rely on the 'soft opt-in' exemption, while it's still allowed).

And you need to check a number isn't on the National Directory Database list before you call it.

There is one glimmer of good news.

You don't need explicit consent to send a mailer, letter, brochure or catalogue. Provided you make it clear how they stop getting future mailings, and the content is relevant, sending direct mail is allowed under the 'legitimate interests' of your business.



“Nobody sends direct mail any more... do they?”

- Direct Mail hits the spot: 73% of direct mail received is considered relevant - up 13% since 2006.
- Direct Mail makes people 'do': 41% (+7%) of consumers will go online to find out more on receipt of a piece of direct mail advertising a relevant product or service.
- Direct Mail and online together deliver results: 75% of Irish households prefer to have a physical copy of a catalogue to hand, rather than viewing it online. About half will see more things to buy (49%).
- Direct Mail increases loyalty: 32% of Irish consumers say that direct mail increases loyalty, compared to 22% for email.
- Costs are coming down. Value is increasing: Technology has driven down the cost of digital and personalised print by 30-40% in the past 5 years.

Source: Amarach Research 2009-2011 & Ipsos MRBI research 2011 for An Post.



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...y copy of 'Exhibit' (a how
...latest brochures. We're pro
...on the day and beyond
...Before the show.
...y. Let's talk about
...them into customers.

“Who you calling lumpy?!”

Is all direct mail equal? Does it all get the same response?

Absolutely not.

So, what makes people more likely to respond? There are a few techniques and tricks you can use to your benefit.

The first is to take advantage of ‘lumpy mail’.

What’s that? Picture it. You get an envelope. It’s lumpy. There’s something inside. Could you resist opening it? No, of course not. Adding a gift or something lumpy adds intrigue. Try a pen, or a promo gift with your logo, for them to keep.

Or, go one better. Turn ‘lumpy’ into a ‘thud’.

Make your piece too big to ignore. Send a thick folder. Or a printed box. Make people have to sign for it. If you’re selling something of higher value, investing a few quid per piece might significantly increase your conversion rate.

Get **Pens** from **64c** each, **Folders** from **€297.40** and **Printed Boxes** from **€3.86** each, all including delivery.



“How can they ignore that?”

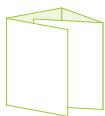


A small postcard might get their attention. But if you really, really want to be unavoidable, then size matters.

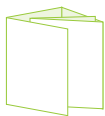
The bigger your mailer, the less people can ignore it.



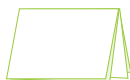
It's like watching a movie on your mobile, or on a cinema screen. The experience is totally different. A big mailer immerses people in your marketing.



To qualify for lowest postage rates, your mailer needs to be A5 size. So how can you make a bigger mailer without spending loads on postage? Fold it!



You could start from A2 – that's the same space as four pieces of A4 printer paper. Fold in half, then half again, then one more fold and you're down to A5.



Or go for a 2, 3, 4 or 5 panel A5 brochure which rolls out and tells your story in 4, 6, 8 or 10 pages.

Folded **Leaflets** start at **€86.40** and **Booklets** like this from **€203.70**, including delivery.



“Why can't they stop staring?”

The final trick is to activate people's senses.

Don't give them the choice of ignoring you.

Print is emotional. It's powerful. And it's diverse. Direct mail can touch people in a way that other mediums can't.

Create a mailer which uses multiple parts to tell your story. Use different textures and effects. Combine gloss highlights with a shaped cut-out. Add foil accents. Emboss stuff. Use thick bits together with thin bits.

This is where we come in. We're creatives. We think about this stuff all day, every day. It's our job. No, that's not right; it's our passion. It's our passion to make you look great and achieve the results you want.



“Remember “eat, sleep, sell, repeat”?”

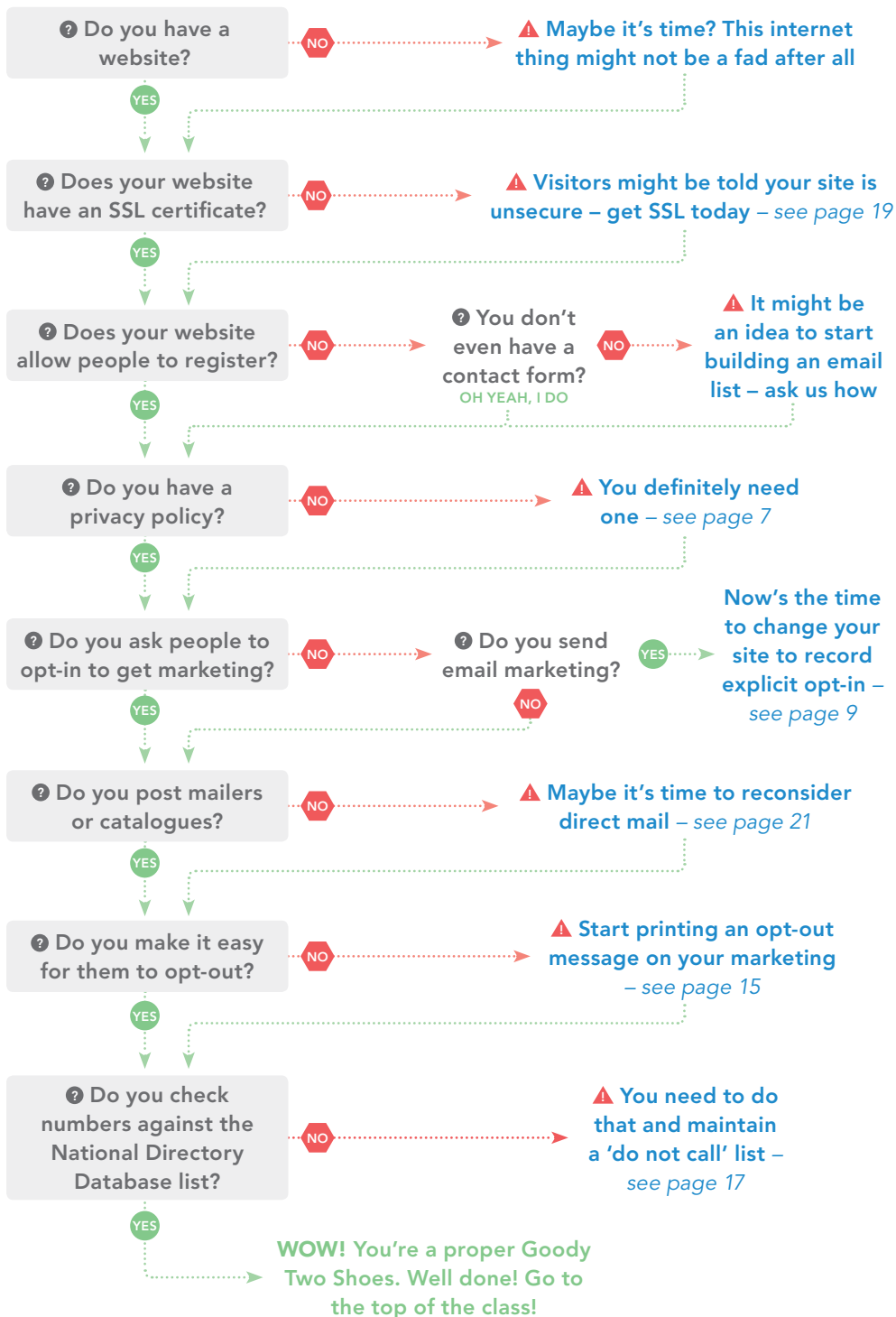
Remember her? We call her Ashley Dog. She featured in our “How To Get More Customers – The Super Secret Cheat Guide.” And she keeps popping up every so often.

Why? Well. Here’s the thing. Almost nobody buys after the first contact.

It takes time to build a relationship. It takes time for people to trust you. Ashley Dog is one of our shortcuts to recall your memory.

Research shows you’re more likely to make the sale after multiple contacts, yet many businesses give up after just one. “That list must have been total crap, let’s try something else”.

Repeat. Do it again. Keep in touch. Use different methods. Use different media. But go again. Just remember to let them opt-out.



“Where should I start?”

There’s lots to take in. We know.

Take a look at this flowchart. It covers the different steps you should make now.

A common misconception is that GDPR only applies to personal data. And that somehow businesses aren’t covered. Even if you sell B2B, GDPR applies to you. Even if you only email corporate addresses, the law still applies.

The End.



“ Is that all
you’ve got?!

Well, here we are at the end of our brief journey. We covered a lot. Your brain might be sizzling. Or you might be eager to read more. Here are some useful sites:

Data Protection Commissioner: www.dataprotection.ie

These are the people upholding the law and issuing fines. Download extensive guides and read their latest guidance.

Comreg: www.askcomreg.ie

The commission for communications regulation have some useful info about what constitutes unsolicited contact.

Eir: support.eir.ie

See how the providers are communicating these changes to their customers, make sure you’re not making these missteps!

You might be thinking, is this just going to be like the hoo-hah when the cookies law was introduced? Will this be a song and dance about nothing? Well, if the fines the Data Protection Commissioner is issuing are anything to go by, no. This time; they’re taking it seriously.

Let’s work out how we can help you.

SOON

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