

Welcome

Before we get started

Today's webinar is scheduled to last 1 hour including Q&A

Click the CC button for Closed Captions

BSL interpretation is available

This webinar is being recorded and will be available on the website alongside additional resources within 7 days

Say hello in the chat (select "Everyone" from the dropdown) and ask questions using the Q+A button.

You can also use the reaction buttons! 🤔 🎉 😊

How GDPR/PECR regulations affect email marketing and why it is important

Jacqueline Ewers, 13 March 2024



**Digital Culture
Network**



- What GDPR and PECR principles are for email marketing
- How the regulations affect contact data collection
- Why being compliant benefits your email marketing
- How to grow your email contact list through best practice
- Q&A

Why email?

1. 99% of email users check their email daily (OptinMonster)
2. 46% smartphone users prefer comms from businesses by email (Statista)
3. 74% UK internet users who send and receive email are aged 16-25 (Statista)
4. £38 return on every £1 spent in the UK (Statista)

GDPR and PECR for email marketing

1. What are the regulations?
2. What do they mean for email?
3. Why are they the best thing that happened to email marketing?

GDPR

1. Lawfulness, fairness and transparency
2. Purpose limitation
3. Data minimisation

Baltic

Contact Name *

First Name

Last Name

Email *

example@example.com

Mobile Phone

Country Code

Phone Number

Postcode *

This allows us to send relevant information if you're close to Baltic

If under 16, I have permission of parent/guardian

GDPR

4. Accuracy
5. Storage limitation
6. Integrity and confidentiality (security)
7. Accountability

Join our mailing list

Name

Email

Signup →

Junction Arts

Newsletter

Be the first to know about the latest news, opportunities and events at Junction Arts by signing-up for our monthly newsletter. We won't bombard you or share your data with anyone else.

Email Address*

First Name

Last Name

Quick question

Spot the odd one out that isn't a GDPR named principle

1. Transparency
2. Accountability
3. Data minimisation
4. Fairness
5. Consent
6. Confidentiality

PECR

- They have specifically consented to email from you
- They are an existing customer who bought (or negotiated to buy) a similar product or service from you in the past, and you gave them a simple way to opt out, both when you first collected their details and in every message you have sent.

PECR

- You must not disguise or conceal your identity, and you must provide a valid contact address so they can opt out or unsubscribe.

LSO

Sign up for our monthly newsletter

Email required*

Title

Firstname

Lastname

Country

Postcode

LSO

Email me about:

- General monthly e-newsletters
- LSO Live monthly e-newsletters
- Information on LSO Friends and Support

Consent

- We will email you once or twice a month with a round-up of news about everything that is happening at the LSO. You can also choose to receive emails about our record label LSO Live or about supporting the Orchestra and it's activities.

Subscribe

How the regulations affect contact data collection

1. Seeking consent
2. Some examples
3. Business-to-Business

Seeking consent

- free choice
- clear consent
- specific consent
- positive action
- record consent
- easy to withdraw

Bristol Old Vic

Be in the know about all things Bristol Old Vic—what's on our stages, goings on behind the scenes, ticket offers, latest news and other upcoming events.

First name *

Last name *

Email address *

TELL ME WHAT'S ON

Send me information about Bristol Old Vic's programme and latest news

By email

SUPPORT BRISTOL OLD VIC

Send me information about opportunities to support the work of the theatre

By email

SUBMIT

We are committed to your privacy. Please read our [Privacy Policy](#) to find out how we use your personal information to communicate with you. You can change your contact preferences within your customer account at any time.

How many best practices did you spot?

- 3
- 4
- 5
- 6

Business to Business (B2B)

✓ Corporate subscribers

✗ Sole traders and some partnerships

✓ 'Do not email' list

B2B



Marigold's 2024 *Global Consumer Trends Index*

Marigold's commitment to providing brands with the latest consumer insights continues for 2024, with our most expansive Consumer Trends Index yet.

This year's report includes more data for age generations, as well as new insights into key areas like purchase drivers, messaging engagement, data privacy and zero-party data acquisition.

Download Marigold's 2024 Global Consumer Trends Index, and discover:

- Which factors consumers deem *more important* than price when making a purchase decision
- How to leverage your messaging to drive both engagement *and* loyalty
- Which types of brand interactions consumers consider to be *creepy*, and which they consider to be *cool*
- The factors that make a consumer more likely to complete a survey
- & more!

First Name*	Last Name*
Company Name*	Job Title*
Business Email*	Phone Number

- Subscribe to receive email marketing tips, insights, product updates, and more. You may unsubscribe at any time. Visit our [Privacy Statement](#) to learn more about how we process your data and your rights as a data subject. You may withdraw consent at any time.

protected by reCAPTCHA
Privacy - Terms



SUBMIT

Why being compliant benefits your email marketing

1. Relationship building
2. Customer Lifetime Value
3. Segmentation

Natural History Museum

Don't miss a thing

Receive email updates about our news, science, exhibitions, events, products, services and fundraising activities. We may occasionally include third-party content from our corporate partners and other museums. We will not share your personal details with these third parties. You must be over the age of 13. [Privacy notice](#).

First name *

Surname *

Email address *

Sign up

Follow us on social media



THANK YOU SO MUCH!

You've just taken a fabulous first step in helping us protect our amazing planet. The natural world faces such huge threats that we need to work together - we can't do it alone. With your help, we'll win more conservation battles and build a world with a brighter future.

Follow our Facebook, Twitter and Instagram pages to see the most recent news, updates, videos and photos:

FACEBOOK

TWITTER

INSTAGRAM

Barbican

Contact me about Barbican news and events

First name (required)

Last name (required)

Email (required)

I'd like to hear about

Art and Design

Classical music

Contemporary music

Film

Theatre and Dance

Creative Collaboration

Subscribe

North Somerset Arts

Subscribe to our mailing list

* indicates required

Email Address *

First Name *

Last Name *

What are you interested in?

- I am an artist interested in participating
- I am interested in visiting art events

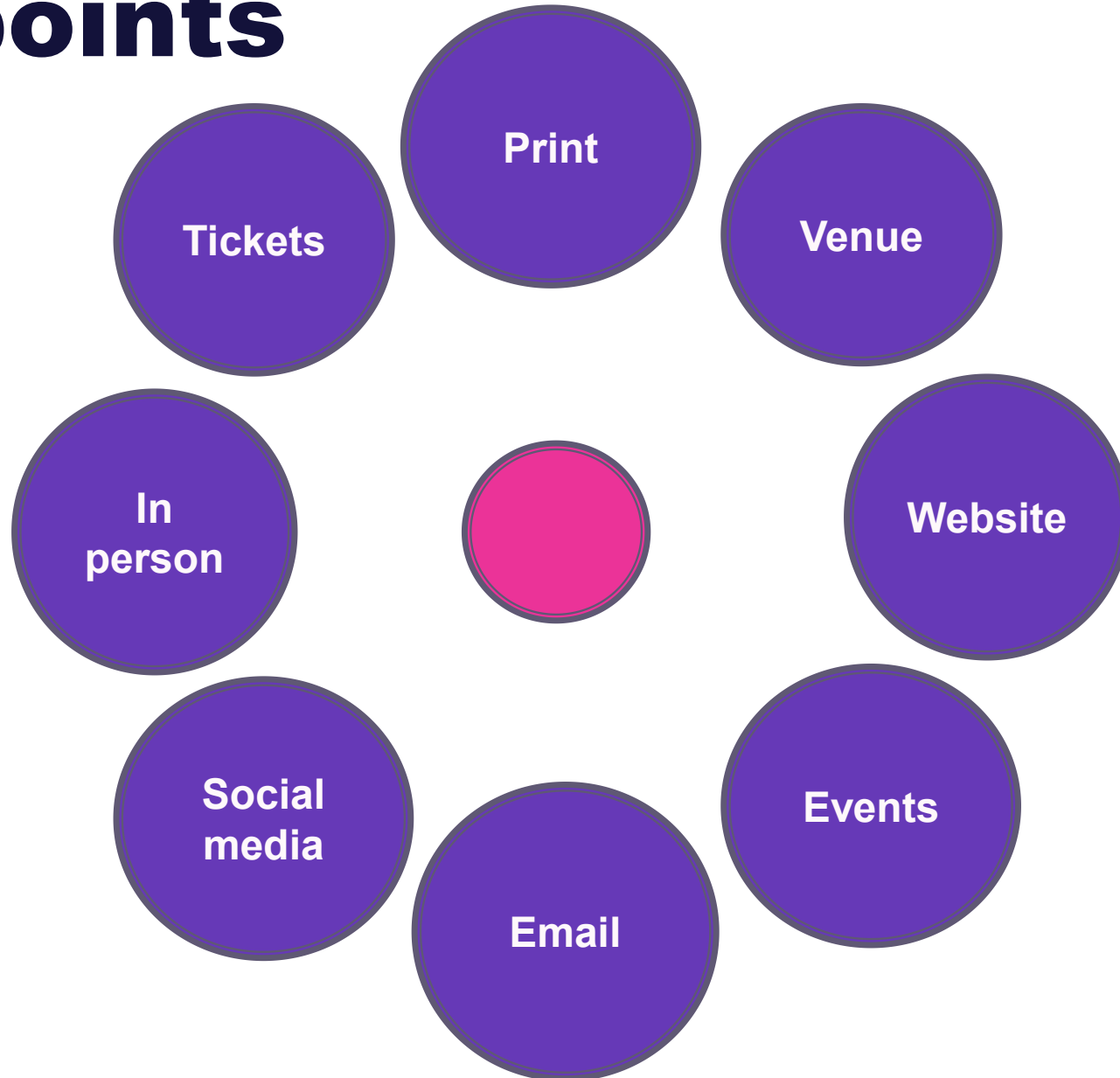
Subscribe

To see how your data will be used you can read our [privacy policy](#) on our website.

How to grow your email contact list through best practice

- Make every contact count
- Audit touchpoints
- Test new ideas

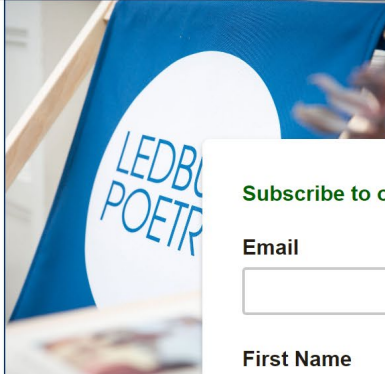
Touchpoints





What's On

Upcoming events and activities at Ledbury Poetry.



Ledbury Poetry News

Subscribe to our mailing list


Email

First Name

Last Name

Address

Address Line 2



Join and Support Ledbury Poetry

Discover many ways in which you can join and support our activities.





Surrounded by woods, orchards and hills, poets from all over the world gather to perform, write, read and listen to poetry. Contemporary literary titans stand alongside upcoming talents to illuminate a thrillingly electric mix of events, from readings, performance poetry, masterclasses, walks, talks and films through to breakfasts, music, exhibitions and bike rides. It's all yours at Ledbury - dig deep into interesting ideas, take in poetry over a pint, craft your own writing style, or showcase your skills in the slam. Sign up to Ledbury Poetry monthly newsletter to be sure to hear all the latest information.

[Sign up to Mailing List](#)



Admission free

Donations welcome

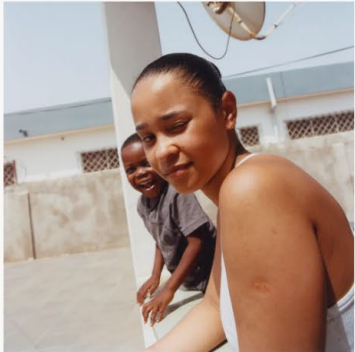
Book free admission

Open daily: 10.30 – 18.00
Friday & Saturday: 10.30 – 21.00

Plan your visit

National Portrait Gallery
St Martin's Place
London, WC2H 0HE
+44 (0)20 7306 0055

Book now



Taylor Wessing Photo Portrait Prize 2023

9 November 2023 – 25 February 2024



**The Time is Always Now
Artists Reframe the Black Figure**

22 February – 19 May 2024



**Francesca Woodman and Julia
Margaret Cameron
Portraits to Dream In**

QR codes

**Jacqueline
Ewers**

Tech Champion
Digital Culture Network

A QR code is centered on a white square background. In the middle of the QR code is a colorful logo consisting of several overlapping, rounded rectangular shapes in shades of purple, teal, and pink. The entire QR code and logo are set against a dark blue background that has a thin black border.

Permissions

Join our mailing list to keep up to date with all our news, events and opportunities!

* indicates required

Email Address *

[View previous campaigns.](#)

Powered by [MailChimp](#)

Marketing Permissions

The Twisting Ducks Theatre Company will use the information you provide on this form to be in touch with you and to provide updates and marketing. Please let us know all the ways you would like to hear from us:

- Email
- Direct Mail
- Customized online advertising

Word of Mouth

Treat your friends to 65% off

Share the organic love. Refer a friend and we'll give you both 65% off your next two organic Fruit & Veg boxes.

Our refer-a-friend programme is managed by Mention Me, who will process your data and send you referral service emails. [More info and your privacy rights](#).

GIVE 65% OFF

By accepting this offer, you agree to the [Terms and Conditions](#)

POWERED BY MENTION ME



- What GDPR and PECR principles are for email marketing
- How the regulations affect contact data collection
- Why being compliant benefits your email marketing
- How to grow your email contact list through best practice
- Q&A

Q&A



Digital Culture Network

Get in Touch



Digitalnetwork@artscouncil.org.uk



Digitalculturenetwork.org.uk



[@ace_dcn](https://twitter.com/ace_dcn)



[Showcase/Digital-Culture-Network](https://www.linkedin.com/showcase/digital-culture-network)



[DigitalCultureNetwork](https://www.youtube.com/channel/UC...)



Digital Culture Network