

**1. If you run an event that people sign up to on Eventbrite, can you export the email addresses and import them to your mailing list to let them know about future events and related info, as long as you give them an easy opt-out/unsubscribe?**

You will need to import the details onto your system. The key is to make sure that the consent is clear that you are the organisation that they are signing up to hear from.

**2. How do you generate a QR code?**

QR code is short for 'quick response' code. It's a square-shaped black-and-white symbol that is scanned with a smartphone or laser to learn more about a product or service. These encrypted squares can hold content, links, coupons, event details, and other information that users want to see.

In the webinar, we discussed using QR codes in conjunction with UTM (specific links) to track your marketing activity. To create a QR code, you can access a QR code generator on any browser. You will need your URL which you input into the generator. It will then generate a QR code for you to download for you to use. If you would like information about UTMs and ways to create campaign-specific links, please [see our easy guide](#).

**3. We are looking at increasing the frequency of our email newsletter. For current subscribers, is notifying them and providing the option to opt out the best approach?**

Transparency is one of the the key 7 GDPR principles. If you need to change something, let your subscribers know and make sure they can opt out. Keep an eye on your unsubscribes once you change the frequency.

**4. We get consent for email marketing (a monthly newsletter) via an online consent form. However, we would also like to send our digital event feedback form via email after events to those who booked tickets, and invite them to respond. Would we need to ensure that we only send it to people who have consented to receive our email newsletters?**

An event feedback form is considered a transactional email and doesn't need specific consent. It should still have an unsubscribe option.

**5. In our organisation our CRM system, after 2 or 5 years (I can't recall exactly) of inactivity, move the account back to a 'Not asked' preference. Can I contact them again? or I would need to re-ask again for their permission?**

It will depend on what your subscribers were told at the point of consent. If this is purely an internal data management mechanism, you should be able to contact them. If the contact data is 5 years old and they have not been active in that time period, I would test a small sample first to gauge response.