



Salestratus Spark Simple GDPR Guide

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On May 25th, 2018 the GDPR went live! To make things easier for our customers we have developed a simplified GDPR GUIDE for users to understand how to be compliant when using Salestratus® Spark to capture leads and how the lead data is processed and protected.

What is GDPR?

GDPR stands for General Data Protection Regulation. In short with GDPR compliance **a lead or contact should be asked for consent** before taking his or her personal data and **as the controller or processor you need to make sure they protect the user data and provide an easy process for the lead to view, edit or delete all the data.** If there is a security breach, you also need to inform the affected leads timely as well as concerned authorities. If you handle EU customers even if your business is not based in EU, this directive applies to you too.

TIP: Apply this wherever you are capturing leads, anywhere in the world, to ensure you are compliant.

Keeping it simple.

The main reason for GDPR is to ensure peoples personal data* is:

1. **captured with consent**
2. **stored safely**
3. **deleted when asked**

**anything that can link collected data to a specific person such as an email address including first and last name.*

What actions are required to ensure you are GDPR compliant?

1. Ask for Explicit Consent to collect personal data

Explicit Consent: a lead MUST be asked for consent before collecting their personal data such as email, name, date of birth, address etc. This consent cannot only be part of 'Terms of use' or other privacy policies. You basically need to be able to prove when and where the lead provided consent to collect the data. Salestratus® Spark natively captures the Tradeshow name, lead capture date and time as well as any specific GDPR related Q&A you build into your Tradeshow app.

TIP: Place the CONSENT Question at the top of your Q&A list and use multiple answers and tick boxes to ensure you are able to use the lead data after the event. See example on next page:



For the Event Organizer:

Attendee consent (GDPR)

I understand that by allowing my badge to be scanned by an exhibitor or sponsor, I will be providing that exhibitor or sponsor with my personal contact data (as disclosed when registering). I consent to this personal data being stored on the exhibitor's device and transferred to the webservice managing my data securely and accept that this exhibitor or sponsor may contact me about their products or services. I agree that this partner or sponsor may transfer my data outside of the European Economic Area for these purposes and I consent to such transfer. I also understand and agree that my personal data may be held and used by the organiser of this event, and any third party hosting provider acting on its behalf, in order to stage the event and to analyse visitor traffic with a view to improving the event experience for participants. [Data Privacy Notice](#)



For the Exhibitor:

Attendee consent (GDPR)

'Company' can store my personal data & contact me using the details provided



'Company' can send me information related to the details provided



'Company' can send me other product offers and news

2. Provide access to personal information

Leads should be able to **view, change and delete the information collected or submitted**. Salestratus® Spark is an intermediate tool which enables you to collect and protect the data until it is exported in CSV format or sent to a third-party Software solution such as a CRM, ERP or Marketing automation platform. This means you need to ensure you have a **strict protocol in place on the platforms where the personal data is stored and used**.

TIP: ONCE CHECKED, EXPORTED OR SENT TO CRM, to avoid having to manage personal data stored on multiple platforms, we advise you to either **Delete** or **Clear leads** before unpublishing & archiving your Salestratus Spark events.

Archive:



This will archive the Tradeshaw and lead data on the web platform and make the Tradeshaw and leads non-visible in the application (once the tradeshaw is unpublished and the app is synchronized). The data will remain in the Salestratus Spark Database as a back-up but will not be accessible.



Clear Leads & Archive:



All lead data captured at the Tradeshow will be permanently erased from the Salestratus Spark web platform Database. The leads in the app will remain accessible until the app is synchronized at which time the Tradeshow will disappear from the list. If business cards have been captured using the add to camera roll option, the cards will still be visible in the camera roll and should be deleted once the user is sure his leads are synced to the web platform.

For further questions related to Salestratus Spark GDPR compliancy, please contact your Certified Solution Partner and remember to keep your processes as simple as possible.

- 1. Keep a record of consent** (time, place & what they agree to)
- 2. Ensure the data is kept safely wherever it is stored** (in one place if possible)
- 3. Provide a way for people to change or delete their consent detail** (themselves or upon request)

Salestratus data management team
GDPR@salestratus.com