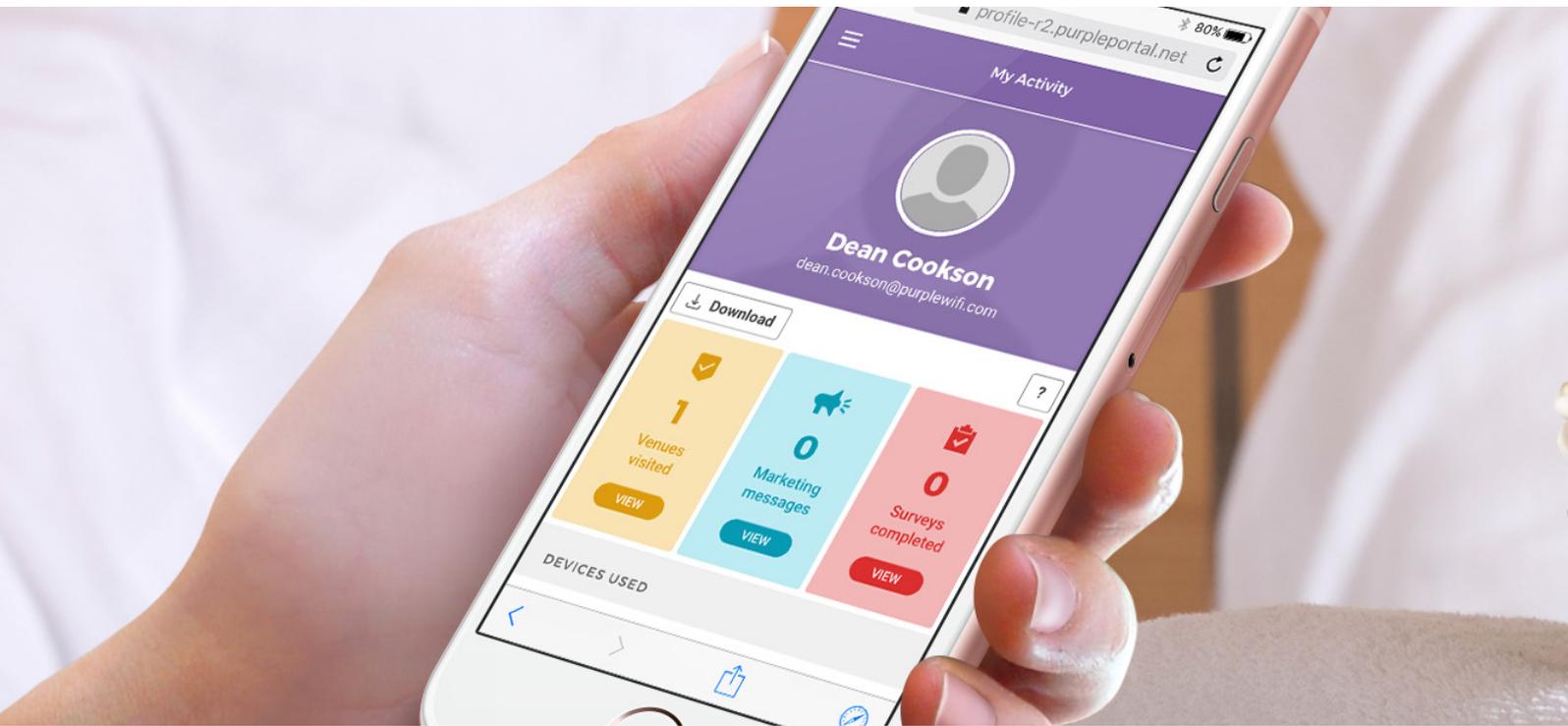# purple

## Profile Portal



Introducing your new General Data Protection Regulation (GDPR) compliant Profile Portal by Purple.

## Going beyond customer expectations

General Data Protection Regulation (GDPR) is now less than 12 months away, with the changes coming into force on the 24th May 2018. Lots of organisations are actively talking about what people need to do, how difficult it is going to be to prepare for and what the potential penalties will be for those in breach of the regulations.

However, no one seems to be talking about being compliant. Well, we've taken the step of implementing changes now to ensure that Purple, and all of our customers, are compliant and to remove some of the worry that surrounds the topic.

We have adapted our policies, and we have also created a new feature called Profile Portal.

As with all Purple features, we're not happy to just tick the compliance box. We've created a solution that means a better experience for end users and for our customers.

## Profile Portal

GDPR outlines that individuals have a "right of access" to the information a company holds on them. Once a request has been made, companies are required to provide a copy of the information within a month.

Purple has gone one step further by providing users with ongoing access to all personal data captured about them after signing up for WiFi, as well as providing the functionality to update their marketing preferences and export any and all information via our new Profile Portal.

This means that the end users are more likely to agree to the terms, safe in the knowledge that their data is being handled appropriately and they can control its use. It also means they have less of a requirement to contact our customers to request their data, reducing the likelihood of receiving lots of requests and the knock on effect this would have on resources.

The Profile Portal aggregates all of the information collected on the user when accessing WiFi at any Purple supported venue and is split into 3 main areas;

- My Personal Information
- My Activity
- My Communication Settings

## My Personal Information

The My Personal Information area of the Profile Portal allows the user to view all of the personal information that has been collected. As the data is dependent on the venue and the sign-in method, the information shown will vary by user, but can include: First Name, Last Name, Email, and Date of Birth.

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The information we hold on you is only used to ensure the communications you receive are meaningful.

| PERSONAL DETAILS | |
|---|---|
| First name | **Dean** |
| Last name | **Cookson** |
| Email | **dean.cookson@purplewifi.com** |

## My Activity

The My Activity section of the Profile Portal provides the user with a breakdown of their activities, as well as any communications they have received. These include;

### Venues visited
Users can see a full list of the Purple supported venues where they have logged on to the WiFi.

### Marketing messages
Users can see a list of all marketing communications they have been sent via Purple's portal, as well as click into the emails to review content.

### Surveys completed
If a user has taken part in any surveys generated through the Purple Portal, they will be able to see them here.

### Devices used

Here the user is provided with a list of the devices which they have used to access the WiFi.

### Connection methods

If a user has used Social Login they can see the social media accounts that they have used.

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| | | |
|---|---|---|
| ✓ | 📢 | ☑ |
| **1** | **0** | **0** |
| Venues visited | Marketing messages | Surveys completed |
| VIEW | VIEW | VIEW |

| DEVICES USED | | CONNECTION METHODS | |
|---|---|---|---|
| ⊞ Windows (1) | AA-00-20-00-00-01 | 🗒 Form | 1 connections |

## My Communication Settings

Users can view their marketing preferences and choose which companies are permitted to send them future marketing communications.

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From here you can see exactly who will be communicating with you, and manage what communications you want to receive from each venues you have visited.

| COMPANIES | | |
|---|---|---|
| Purple Studios | › | RECEIVE COMMUNICATION 🟢 |

## Accessing the Profile Portal

24 hours after agreeing to the terms, and providing "unambiguous consent", the user will be sent a welcome email containing a link that will allow them to set up and access their own Profile Portal.



## Authentication

After clicking on Get Started the user will be prompted to verify their identity and their account. The method of doing this will depend on the information they have previously provided when logging in. The user will be asked to provide information on;

• Date of birth
• Mobile number
• First and last name

Once they have done this they will be prompted to create a password which they will then use for future access. If none of the information above has been provided on login, the user will simply be prompted to create a password.

## Two factor authentication

If a user attempts to access their Profile Portal using a device not previously linked to the account, they will be emailed an authentication code which they will need to use within 30 minutes to then access their account.