

- Single source of truth for permissions
- Integrates multiple customer touchpoints and data systems
- Full consent audit trail
- Provides transparency and empowerment to the customer for their data rights

“ In an increasingly digital society, personal data has become a new form of currency. The biggest challenge for political and business leaders is to establish the trust that enables that currency to keep flowing.” Boston Consulting Group, The Value of Our Digital Identity

Consentric Permissions rebalances trust and control of personal data between the organisation and the customer. It demonstrates that your organisation complies with data protection legislation by providing digital management for data consent and all the lawful processing justifications defined by the General Data Protection Regulation (GDPR) and the UK Data Protection Bill.

This will ultimately support your organisation in giving control of personal data back to your customers, increasing transparency and creating strategic business benefits such as:

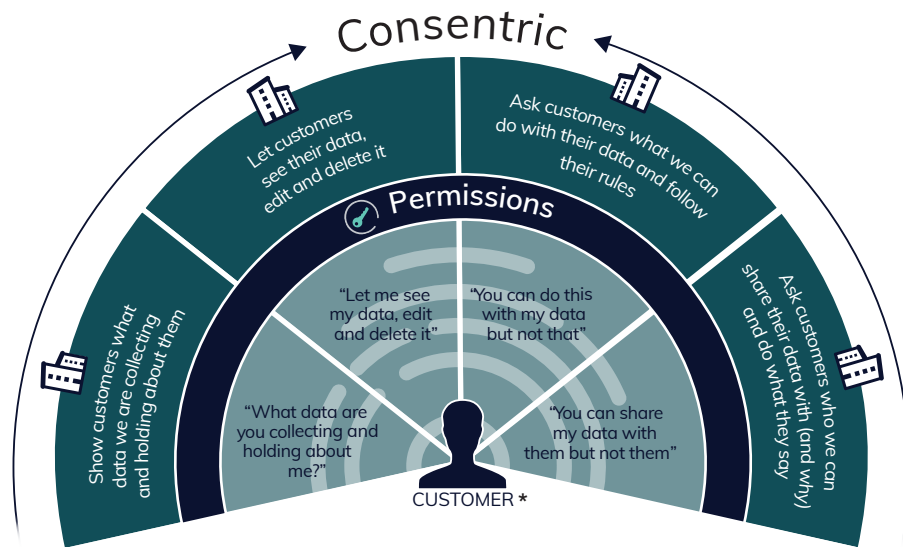
- Organisation-wide visibility of consent and other data permissions
- More purposeful and effective customer engagement
- Protection of brand and business reputations

Permissions is cloud based and offers powerful machine-readable APIs and human interfaces to manage permissible data usage for your organisation and your customers, enabling your organisation to:

- Capture, store and update customer permissions based on what (data), who (has access) and why the data was captured (purpose)
- Record the processing activities and permissible lawful processing justifications via your Data Protection Officers (DPOs)
- Provide a customer-centric view and management of all six lawful processing justifications defined by GDPR: consent, contract, legal obligation, protect a natural person, in the public interest and legitimate interest
- Offer a company branded customer self-serve portal
- Help manage permissions on behalf of customers using a Contact Centre portal
- Use configurable permissions widgets to drop onto web-forms for compliant permission gathering
- Generate and manage e-mail permission management links
- See a full permission audit trail including critical supporting detail and consent receipt generator
- Integrate across the organisation with existing CRMs, Campaign Management Tools, ESPs and other systems
- Bulk import existing permission data sets
- Report from dashboard suites a view of permission health, campaign success, processing white or black lists and drive re-permissioning processes

* 'Customer' can also denote 'patient', 'supporter', 'citizen', 'member', 'consumer', 'prospect' or any other data subject.

Permissions offering



Through open communication and a totally transparent system, Permissions enables you to gain the trust of your customers. They can see exactly what data you hold, the purpose for collecting their details, the benefits they will receive and where it is shared. They can manage the right to be forgotten and any objections to processing. It's a powerful, effective and streamlined way to manage customer permissions and preferences.

- Empower customers by allowing them to keep appropriate communication channels open and not blanket block correspondence
- Ensure that it is as easy to withdraw as it is to give consent
- Provide transparency about how and why their data is used so they are comfortable sharing their information with you for the right purposes
- Decrease the risk of human error with intuitive user interfaces for both customers and staff
- Reduce processing overheads caused by clerical errors with the self-service portal
- Avoid legislative fines of up to 4% of global annual turnover or €20,000,000

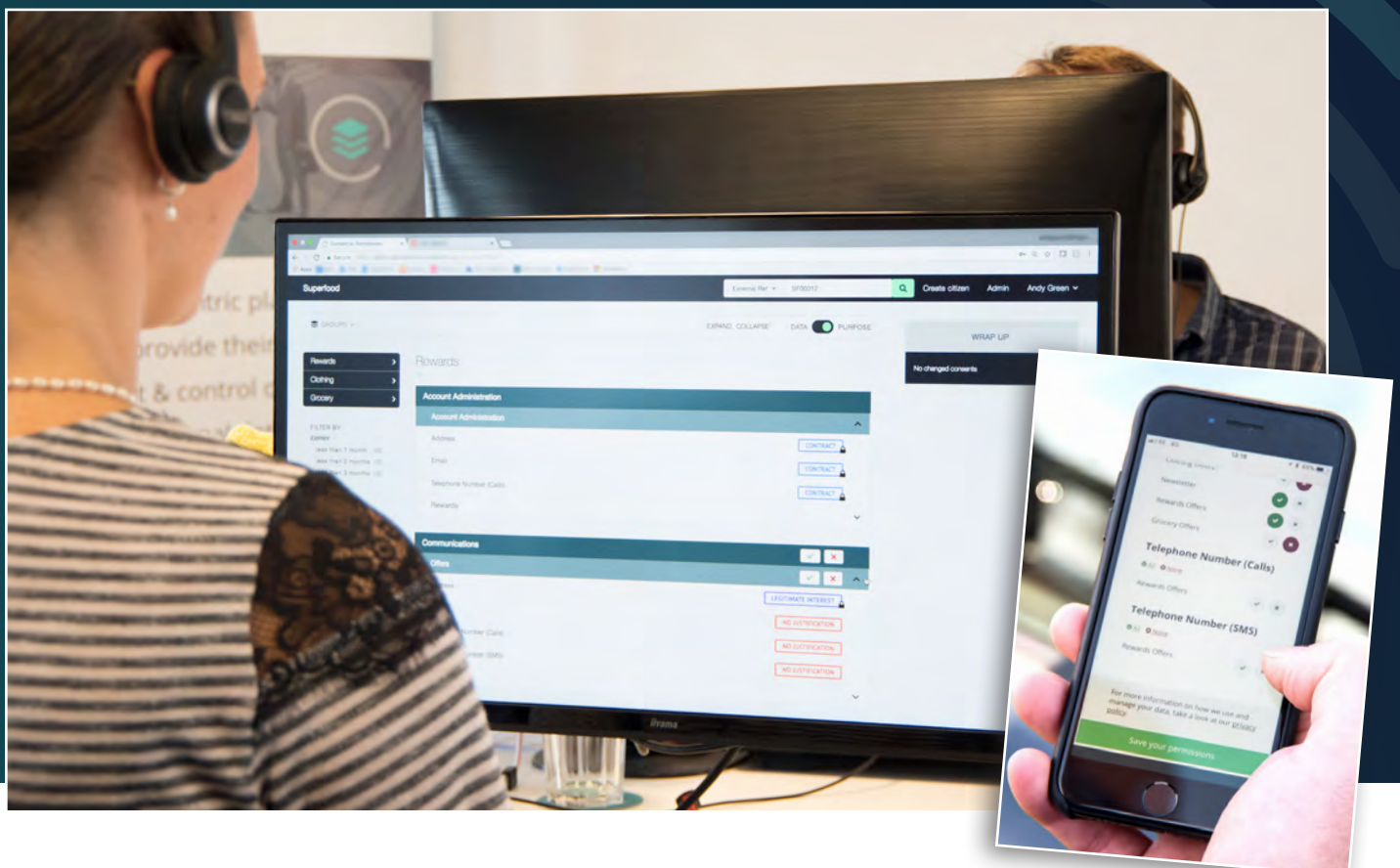
Active engagement and transparency delivers increased trust and understanding with your customers

Ensure integration of solutions and services to give you a single source of truth for permissions

Supports organisational GDPR readiness programme

Benefits

- Security risk is reduced as Permissions has Privacy by Design built in
- Your organisation's approach to data processing is transparent, as customers are empowered to manage their own data usage and sharing permissions
- Permissions is your single source of truth for data usage, as permissions can be added, amended or withdrawn, across all connected systems
- Seamless integration with all systems using open APIs
- If customers are unable to manage their permissions online, agents can complete the process on their behalf, talking them through their available options
- Internal teams can effectively select permissioned data sets for specific purposes and campaigns
- Effectively re-permission by visualising expiry and targeting renewal
- Data security is assured with either individual StrongBox options for storing personal information in a sovereign, assured cloud platform delivered by an ISO 27001 compliant provider, or on your own secure storage system
- All changes are logged and traceable, including the permission statement presented and privacy policy active at the point of customer permission
- Improved personal data governance, accountability and transparency to strengthen customer trust in your organisation



Consentric Permissions supports adherence to the requirements of the following Articles of the GDPR legislation:

GDPR Article	Primary Consentric Permissions Function
6. Lawfulness of Processing	DPO policy admin, configurable permissions matrix, validity periods
7. Conditions for Consent	DPO policy admin, configurable permissions matrix, validity periods
9. Processing of special categories of personal data	DPO policy admin, configurable permissions matrix, validity periods
12. Transparent information, communication and modalities for the exercise of the rights of the data subject	Permission statements, privacy policies, citizen and organisation dashboards, audit histories, subject objection capture and handling, right to erasure capture and handling
13. Information to be provided where personal data is collected from the data subject	Permission statements, privacy policies, permission capture widgets, consent receipts, system/channel source codes
15. Right of access by the data subject	DPO policy admin, configurable permissions matrix, permission statements, privacy policies, edit personal data, subject objection capture and handling, right to erasure capture and handling
16. Right to rectification	The ability to edit personal data where held on the platform
17. Right to erasure (right to be forgotten)	Right to erasure capture and handling
18. Right to restriction of processing	Data Subject objection capture and handling
20. Right to data portability	Consent receipts, audit history
21. Right to object	Data Subject objection capture and handling
22. Automated individual decision making, including profiling	DPO policy admin, configurable permissions matrix, validity periods
24. Responsibility of the controller	DPO policy admin, configurable permissions matrix, validity periods, audit history
30. Records of processing activities	DPO policy admin, configurable permissions matrix, validity periods, audit history
32. Security of processing	Selection reporting

About MyLife Digital

MyLife Digital helps organisations realise the meaning, value and power of their data.

- Meaning.** An individual gives consent for the use of their data.
An organisation gains insights. Both parties improve decision-making.
- Value.** Redefining the relationship between individuals and organisations.
Where there is mutual value exchange.
- Power.** Data is powerful. It gives the opportunity to gain insights.
To see patterns. Insights that deliver change.

Using the Consentric Platform, with consent at the heart of the system, data can be collected, collated and shared to provide informed insights.

Informed insight from informed consent

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