



# InterAction® GDPR Readiness Review

## Aligning InterAction with your GDPR-compliant processes

The introduction of the EU General Data Protection Regulation (GDPR) on 25th May 2018 calls for significant changes to the way you collect, process and secure individuals' personal data. You will want to be sure your InterAction solution is correctly configured to support your GDPR-compliant data protection and consent processes.

LexisNexis can help you demonstrate that you have considered the impact of the GDPR act and you are taking steps for making appropriate changes to your systems and processes with an InterAction GDPR Readiness Review.

## EU GDPR: the responsibilities

Organisations that collect, process and secure personal data about EU citizens must abide by the GDPR's 6 privacy principles:

1. Lawfulness, fairness and transparency of data processing.
2. Purpose limitations of the data held.
3. Data minimisation — data is adequate, relevant and limited to what's necessary in relation to the purposes for which it is processed.
4. Accuracy — data is accurate and kept up to date.
5. Storage limitations — data is kept for no longer than necessary.
6. Integrity and confidentiality — appropriate security is in place to protect against unlawful processing or accidental loss, destruction or damage.

## What's involved in a GDPR Readiness Review?

An InterAction GDPR Readiness Review consists of the following stages:

**Decision Maker Workshop.** A collaborative workshop to establish your current position and review your plans, with a focus on your GDPR processes. This will enable us to understand where you might need our support, and what decisions you need to make to be able to meet the GDPR requirements.

**Configuration Review Workshop.** In this workshop we get under the bonnet of your InterAction solution, reviewing both its configuration and its alignment with your GDPR processes. You'll receive a report on our findings, with recommendations for action.

**Follow-up meeting.** A session with your LexisNexis Client Advisor and Consultant to review your report and make sure you understand the recommendations; and make plans to help ensure you're able to comply with the GDPR.

## What's covered by an InterAction GDPR Readiness Review?

LexisNexis can assist by configuring InterAction to meet your GDPR process requirements in the areas below:

**Satisfying conditions for processing of personal data** in relation to a contract (clients/suppliers/intermediaries/experts), legitimate interest (referrers/alumni) and consent.

**Identifying and dealing with contacts** where there are no conditions for processing of personal data.

**Workflow and lifecycle of a contact.** Working through all the avenues for entering contacts and the fields available; and satisfying the conditions for processing their data.

**New joiners' data and data import.** Discussing the processes, checks required and limitations around adding new joiners' data to InterAction; as well as the implications of importing other data such as purchased lists and data gathered via joint marketing events.

**Review of the data you hold in InterAction.** An audit of all fields (hidden and unhidden) and their use.

**Marketing consent.** Review of current processes, and discussion of potential new processes for obtaining a contact's consent to receive different types of marketing.

## EU GDPR: the opportunities

GDPR compliance is about much more than avoiding financial penalties and reputational damage: it also opens up a range of new opportunities:

- **Improved data quality.** Cleansing data and ensuring its accuracy on the run-up to GDPR will help raise the quality of the data you hold about clients and prospects.
- **Increased client confidence.** Greater transparency in the way you collect and use data will promote trust and loyalty among your clients, and increase their willingness to share more data with you.
- **Stronger competitive advantage.** Your GDPR process could potentially lead to a base of clean, accurate InterAction data with client buy-in, which can underpin highly targeted and personalised marketing campaigns to help you win new business.

## For more information

To find out more about InterAction® GDPR Readiness Review services and to discuss your firm's specific business requirements, please speak to your **LexisNexis Account Manager, Client Advisor** or visit [www.lexisnexis-es.co.uk/contact-us](http://www.lexisnexis-es.co.uk/contact-us)