Ensure Your Customer Data is GDPR Ready

WHAT IS THE GLOBAL DATA PROTECTION REGULATION (GDPR)?

GDPR represents a sweeping change in global consumer privacy, governing the use of personal data for over 500 million EU residents. Any company, regardless of their location, who markets and sells to customers or prospects in Europe will now face strict regulations surrounding the use and storage of consumer data. *Fines for non-compliance can reach up to 20 million Euros or 4% of your company's annual turnover, whichever is larger.*

GDPR compliance involves numerous factors but pivots around three key building blocks: consent management, data protection and data quality. GDPR Article 5 specifically address the third building block, data quality and ushers in new standards by stipulating that contact information should be accurate, up-to-date, and corrected without delay.

Article 5 of the GDPR stipulates that information should be *"accurate and, where necessary, kept up-to-date; every reasonable step must be taken to ensure that personal data that are inaccurate, having regard to the purposes for which they are processed, are erased or rectified without delay"*.

SERVICE OBJECTS CAN HELP MAKE YOUR CONTACT DATA GDPR READY.

Automate compliance with GDPR Article 5
Create a Certificate of Accuracy (COA) for each contact record to automate and document compliance efforts.

Update contact data at time of use
Use our real-time APIs, Cloud Connectors or list processing to append missing country to your records and ensure data is always accurate and up-to-date.

Flag EU contacts and leads
Quickly determine if your contacts reside in the EU. In less than a second, our tools can simultaneously validate a contact's name, global address, phone, email address and device.

> Contact us to get your free GDPR Data Quality Assessment

FEATURES

- Flags potential European Union (EU) residents in real time
- Automatically creates a Certificate of Accuracy for each contact record
- Validates and flags global contact records
- Appends missing country to your contact records
- Verifies incoming contact and lead data to eliminate the risk of non-compliance
- Hundreds of authoritative data sources are updated daily

BENEFITS

- Significantly reduces the risk on non-compliance with GDPR Article 5
- Automate data quality checks to support GDPR compliance initiatives
- Demonstrate good faith compliance efforts, helping avoid fines and/or expenses
- Keeps bad contact data from bogging down expensive marketing and sales platforms
- Increase ROI on marketing campaigns by having better personalization

UNMATCHED INDUSTRY EXPERTISE

- The most accurate data available from hundreds of authoritative and proprietary data sources
- Over 3 billion contact records processed
- 16+ years of experience
- 2,500+ domestic and international customers
- 24/7/365 customer support
- Over 90% of our business is from repeat customers who look to us as experts

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