

## Data regulations driving change: why the urgency?

The EU General Data Protection Regulation comes into force soon, requiring all organisations, including charities, to be compliant by 25th May 2018. This legislation applies retrospectively to existing data; the use of which also needs to comply with the regulations, aligning the purpose and explicit consent as appropriate.

“ Implementation of the GDPR will require a review of consent mechanisms to ensure they meet the standards required under the legislation. If you cannot reach this high standard of consent then you must find an alternative legal basis or cease or not start the processing in question.”

ICO, 2016

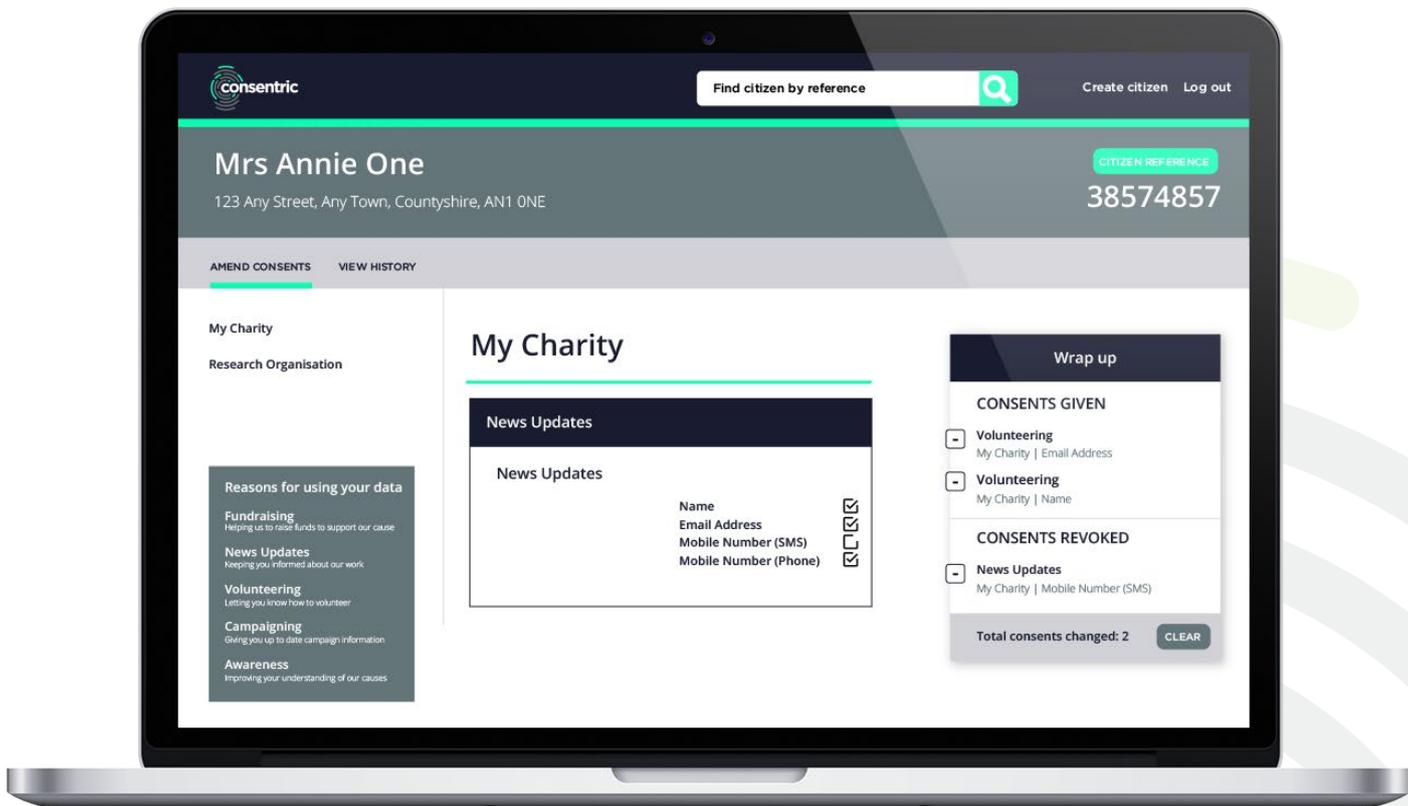
Preparing now will mean less work and cost in the long run. Although the 25th May 2018 is the deadline for compliance, prior to this you will need to:

- Review and confirm the usage and categorisation of existing data.
- Plan your lead time for completing privacy impact assessments of your systems and processes.
- Implement IT solutions and systems with consideration of privacy by design principles.
- Update your business processes, procedures and training to ensure compliance and awareness of the regulation, and responsibilities, throughout the organisation.

# Introducing Consentric Permissions

Permissions is part of the MyLife Digital Consentric platform.

Permissions enables you to increase supporter trust by allowing the supporter to manage their own consent preferences. More importantly, it demonstrates compliance with the new tougher GDPR.



“ This new technology gives us the transparency required by the legislators and regulators and lets us increase the trust of our supporters, strengthening our relationships.”

Marketing Director, Major UK Charity

# Concentric Permissions: a single source of truth for consent

Permissions is a cloud-based offering which integrates with existing systems to capture, store and update individual supporter data consents. Permissions is based on the 5W framework which captures what (data), who (has access), why (the purpose), where (channel) and when (timestamp) information.

Concentric Permissions helps solve a number of challenges:

- Concerns over the upcoming data protection legislation changes for use of EU individuals' data. **Permissions will help manage your consented data for the purposes used.**
- Negative media coverage, has created distrust in supporters' minds about what their data is being used for.
- **Permissions will ensure active engagement and increased trust through transparency of consent and data usage.**
- You may have numerous complex systems and, or, use third party agencies to process consented data. **Permissions will integrate to your solutions and services to provide a single source of truth for consent.**

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Product benefits include:

- Supporters can directly view and amend their own consent.
- Organisational agents can view and amend consents on behalf of supporters.
- Consent capture can be customised to suit your organisation.
- Organisations can simply upload their supporter records with applicable initial consents.
- Apply expiry periods to granted consent and notify when consent needs to be refreshed.
- Consent status will be auditable and linked to the relevant policy applicable at timestamp.

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Key features include:

- Integration with CRM and other systems.
- Bulk import of existing consent data sets stored against each record.
- Configurable data structure to capture your specific consent requirements.
- Individual supporter and charity consent portals.
- Consent receipt generator.
- Full audit trail.

# What you should do next

Contact us by emailing [getemma@woodfortrees.net](mailto:getemma@woodfortrees.net) or call 01225 636 286 to learn more about our Permissions service or the related Consent Audit service for managing live supporter data consents. Or download an introduction to the Consent Audit service here:



## Data Consent Audit Rethinking supporter data

DOWNLOAD →

## About Wood for Trees

Wood for Trees was founded in 2008. We provide insights using data science and analytics, working with 40 of the UK's Top 100 charities to improve membership and fundraising performance. Part of the MyLife Digital Group we support charities to obtain permission and data consent, engage with their supporters and service users and deliver value.

Informed Insight from Informed Consent.

[www.woodfortrees.net](http://www.woodfortrees.net)

T: 01225 636 286

E: [getemma@woodfortrees.net](mailto:getemma@woodfortrees.net)

Wood For Trees, Reg Office: Citizen House, Crescent Office Park, Clarks Way, Rush Hill, Bath, BA2 2AF

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