



Understanding GDPR with Wireless Social

GDPR (General Data Protection Regulation) is currently under the spotlight, and you may have heard new legislation is coming in to effect soon.

This new legislation will replace the old Data Protection Act and bring all European data protection law under one umbrella.

New legislation will apply from May 2018 and will affect how you can collect and use the data that you collect with Wireless Social.

How did we get here – Data Protection’s Back Story?

The EU Data Protection Directive has been in place since 1995.

This was becoming increasingly outdated in a modern digital age using and managing data in a very different way to 20 years ago.

GDPR legislation was drawn up over a period of 4 years and was approved by the EU Parliament in April 2016.

It was agreed that new legislation would come in to effect 2 years later from 25th May 2018.

What does GDPR mean for your business?

This is legislation in flux. As we write, the legislation is still making its way through the UK Parliament. Amendments are being tabled and debates are being held. It could be that some of the provisions are not enacted in UK Law in exactly the same way as proposed now, but our assessment here is based on the latest understanding.

Your business will be bound by important Principles of Data Protection

Data Principles

- Users of your WiFi have to give explicit consent to be marketed to
- Users need to have a clear understanding of how their data will be used

After 25th May 2018 you must ensure that you use data in compliance with these principles

If you are collecting data now that does not comply with these principles then you may not be able to use it after 25th May - even if you have been doing so prior to that date.

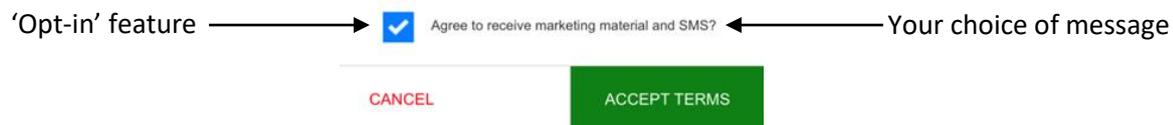
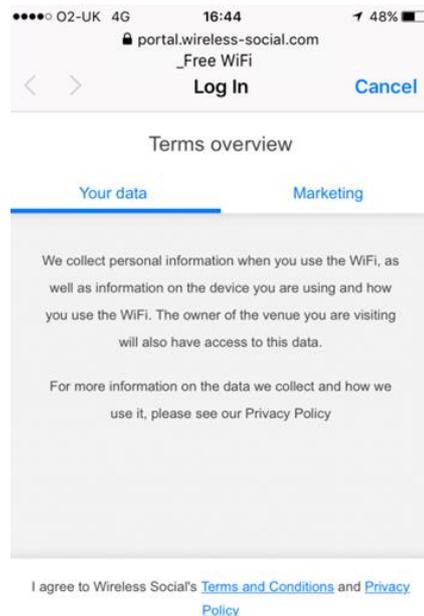
So you may have to put some processes and procedures in place now to ensure that you are compliant after the new legislation comes in to effect.



How Does Wireless Social help?

Wireless Social has made it easy for you to comply with the new legislation. We have updated the terms and conditions page that your customers see. This makes it clear to the end user that their data will be collected and marketed to.

Below is a screenshot of the terms and conditions page that your customers see:



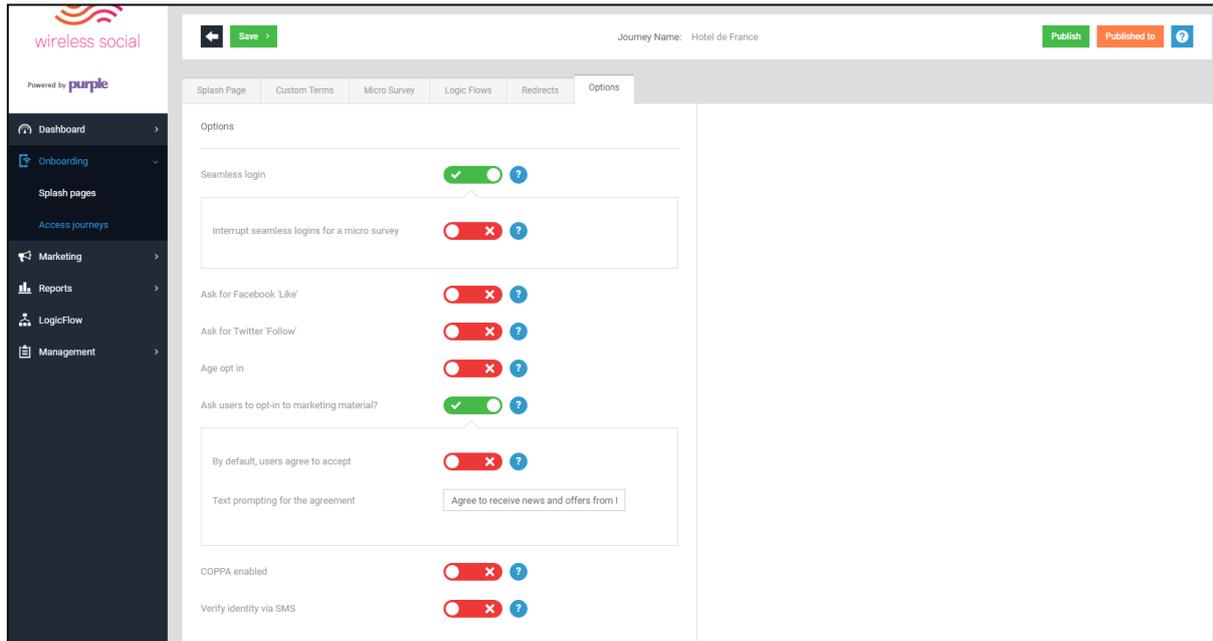
- You can be confident that you are compliant. All you need to do is enable the 'opt-in' feature which ensures that the consent box is left unticked by default.
- **We recommend that you turn this on now. You can either do it yourself through the Portal, or talk to one of our team who will happily assist you.**

How to enable 'Opt-in' through the Portal

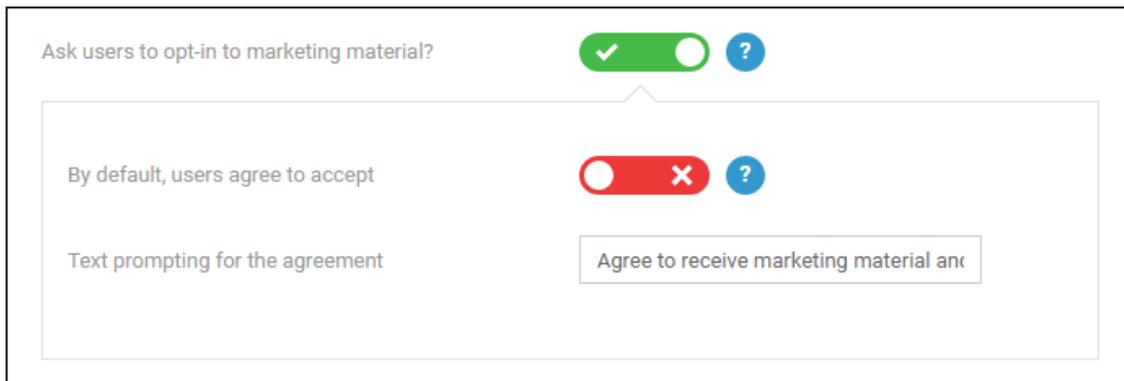
To make the changes yourself, login to your portal, and go to:

Onboarding > Access Journeys > Select the access journey you'd like to change > Options.

You will see this screen.



Midway down the screen will be the sliders you need to change as follows.



Finally, if you have multiple venues and so multiple access journeys, you'll need to make the change on every access journey.

Contact one of our team

- If you prefer you can get in touch with our team on 01772 521171, or email support@wireless-social.com.
- We will ask you for your choice of message such as 'receive exclusive member offers by email.' We will then confirm with you that 'opt-in' is now switched on, and that you are receiving unambiguous consent from your customers.



Conclusion

- Of course, you may decide to wait for further clarification from the UK Parliament on exactly how this new GDPR legislation will be enacted – but why take that risk when you could lose access to all your data? Turn on the Opt in feature now and be confident that you will be GDPR compliant next May.
- Be aware this guide applies to data use whilst it exists in the Wireless Social system or in email marketing platforms like Mailchimp. If you download data to your own systems then data protection will become your own responsibility and the onus will be on you to fully comply with GDPR legislation.
- If you want to discuss any aspect of this feel free to contact your Account Manager or our friendly team on 01772 521171, or email support@wireless-social.com. We look forward to hearing from you.