



Your **Reputation**

GDPR Effects Your Reputation

Reputations are hard to build.
Treat your customers details as
if they were your own information.

Build your brand's reputation by thinking
how that email or sales call may be perceived.
Legally you require a legitimate business interest.

GDPR (General Data Protection Regulation) changes how personal data can be used for citizens of the EU. There are large changes for businesses that handle personal information. Are you ready?



Wesley Clover



Your **Responsibility**

GDPR is Your Responsibility

You access customers data every day to make your business succeed. Be responsible and use data appropriately.

Personal data relates to a person who can be identified directly or in conjunction with other possessed data. You are accountable so be data-responsible.

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Your **Respect**

GDPR Demands Your Respect

You choose how to process personal data.
Give it the respect it deserves and
maintain your customers trust.

Value your customers personal data and don't over use it.
Be respectful to your data as you are to your customers.
Contact someone when it is relevant and timely.

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