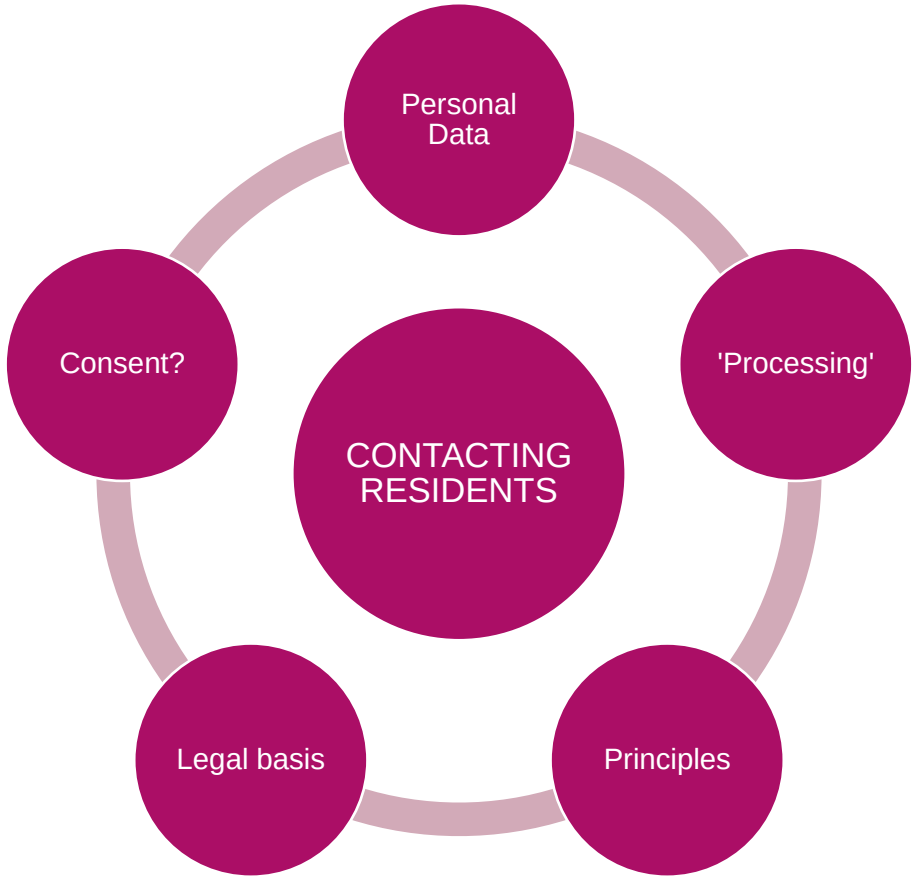
Understanding GDPR and PECR: When can you contact your residents?

Charlotte Clayson, Partner – Trowers & Hamlins LLP

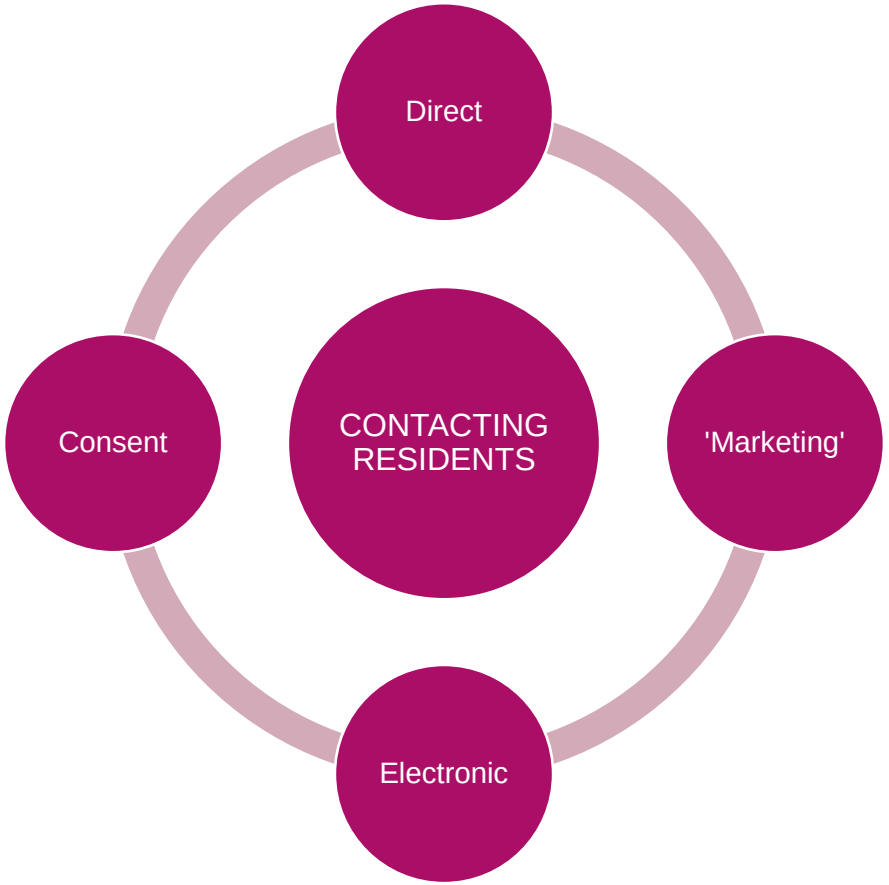
Agenda

- GDPR and PECR: the basics
- Is it marketing?
- Examples
- Risks

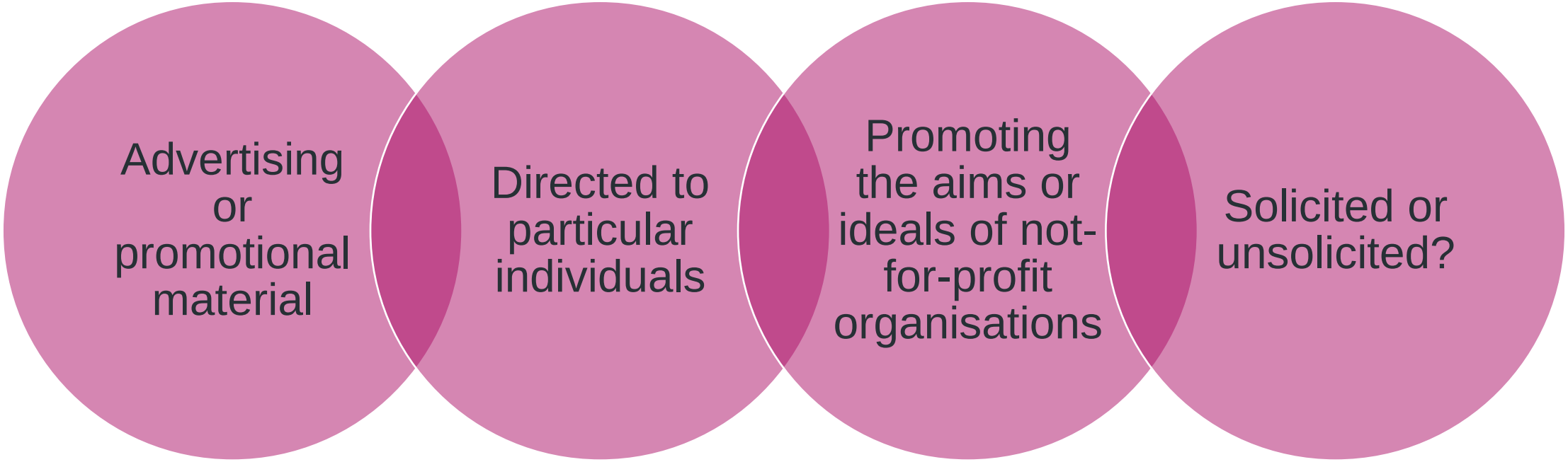
GDPR: The basics



PECR: the basics



Is it marketing?



Examples

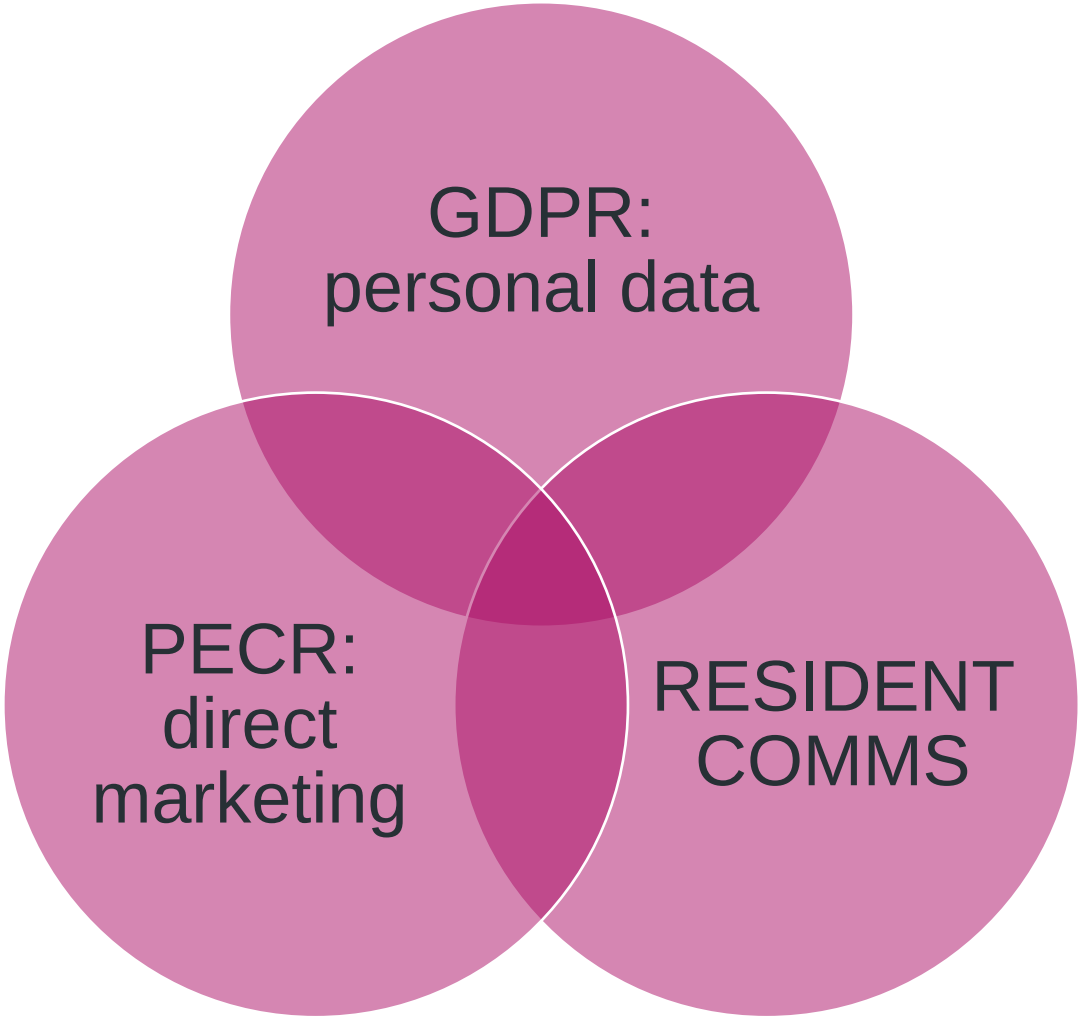
GP sending text messages to patients inviting them to healthy eating event

Regulator sending out emails promoting its annual report launch

Local authority sending out an e-newsletter update

Government body sending personally addressed post promoting a health and safety campaign they are running

Which regime applies?



How are you contacting residents?

- Using personal data?
- GDPR will apply
- Follow overarching principles
- Is it fair?
- Have a lawful basis to contact

How are you contacting residents?

- Unsolicited 'marketing'?
- By email / text?
- PECR will apply
- GDPR will also apply
- Will need consent (+opt out)

How are you contacting residents?

Mail shots

Newsletters

Websites

Email / Text

Live calls

Examples?

Verbal consent

Service messages

Customer feedback

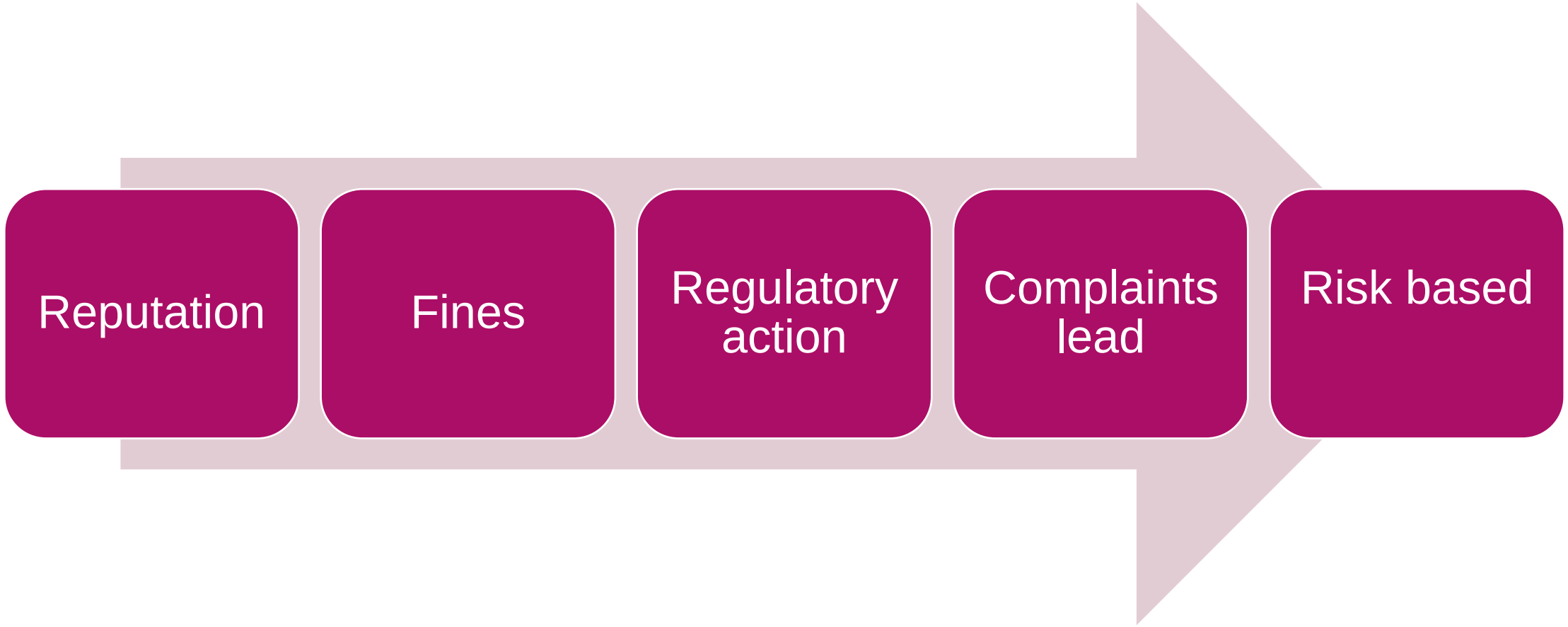
Prize Draws

Community Events

Support Services

Legal requirement

What are the risks?



Contact

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