GDPR Consent and Data Governance

PossibleNOW and RedPoint Global have introduced a new strategic product offering to meet GDPR consent collection and data governance requirements.

The General Data Protection Regulation (GDPR) is intended to strengthen and unify data protection for all individuals (data subjects) within the European Union (EU). To accomplish this objective, many companies must start complying with the regulation's comprehensive new requirements. Noncompliance can result in significant fines and the deadline is approaching rapidly – May 25th, 2018.

To meet the new requirements of the GDPR, companies not exempt from such must comply with consent collection, data access, rectification, and erasure as well as integration of that data across enterprise systems. *PossibleNOW and RedPoint Global have introduced a new strategic product offering to meet these needs.*

PossibleNOW's enterprise consent and preference management platform, MyPreferences, provides the ability to:

- Collect and manage consent at a granular level
- Operationalize the consent
- Maintain a historical archive of consent approval or revocation
- Maintain the disclosure language used
- Utilize multi-lingual capability based on country, region or locale
- Brand standalone webpages with client look and feel
- Integrate consent capture capabilities into all points along the customer journey, such as website or campaign workflows

RedPoint Global, through its market-leading Customer Data Platform (CDP) capability, provides the ability to connect customer profile data from disparate systems and data stores across the enterprise.

Data subjects can perform the following actions, which in turn updates relevant corporate databases within the enterprise and provides them a confirmation of all completed actions:

- Access their data
- Update or correct erroneous data
- Request to delete data
- Revoke consent or anonymize their data
- Request a copy of their data

The combined solution of PossibleNOW and RedPoint Global addresses key requirements around management of personal data, maintentance of historical consent data, recordkeeping, and reporting as listed in the General Data Protection Regulation such as:

- Lawfulness of processing (Article 6)
- Right of access (Article 15)
- Right to rectification (Article 16)
- Right to be forgotten (Article 17)
- Notification of rectification or erasure (Article 19)
- Right to restriction of processing (Article 18)
- Right to object (Article 21)
- Right to data portability (Article 20)
- Transparency and modalities (Article 12)

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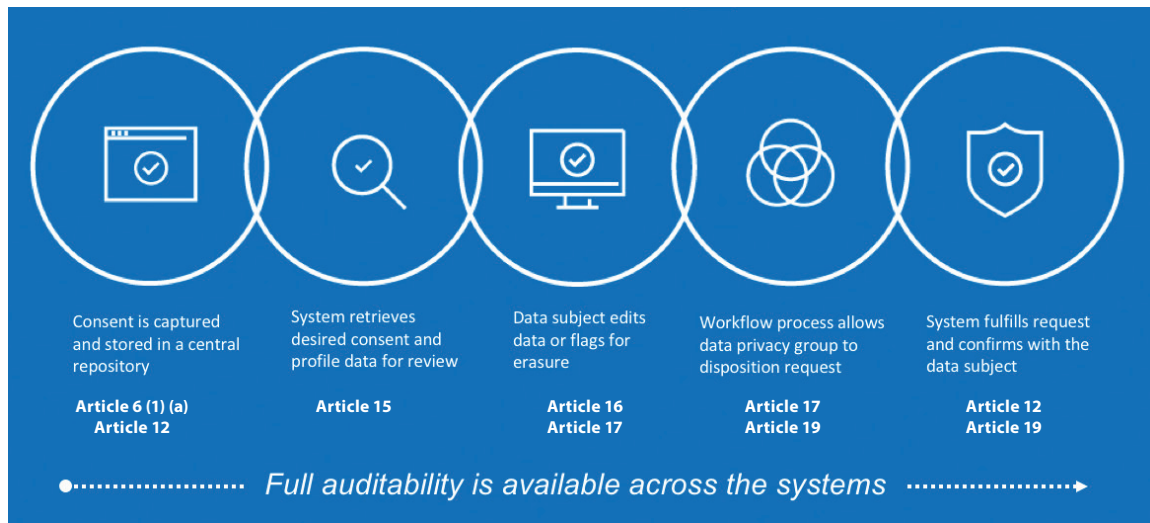
GDPR Compliance

- Supports ability to collect, manage, and maintain an auditable history of consent
- **BENEFIT:** Avoid penalties associated with non-compliance with GDPR consent requirements

Empowered Consumers

- Data subjects can access their data, update or correct erroneous data, and delete data
- **BENEFIT:** Build brand trust and customer engagement

Consistency Across Systems

- System notifies all connected databases and fulfills requests
- **BENEFIT:** Program efficiency from strategy to insights

Consent is captured and stored in a central repository	System retrieves desired consent and profile data for review	Data subject edits data or flags for erasure	Workflow process allows data privacy group to disposition request	System fulfills request and confirms with the data subject
Article 6 (1) (a) **Article 12**	**Article 15**	**Article 16** **Article 17**	**Article 17** **Article 19**	**Article 12** **Article 19**

Full auditability is available across the systems

About RedPoint Global
RedPoint Global's software solutions empower brands to transform how customer experience is delivered. RedPoint Global's solutions provide a single point of control to connect all customer data, determine next best actions in real time, and orchestrate interactions across all enterprise touchpoints. Leading companies of all sizes trust RedPoint Global to deliver highly personalized and contextually relevant experiences that optimize customer engagement.

About PossibleNOW
PossibleNOW leverages powerful technology and industry-leading expertise to enable companies to listen to customers, remember what they like and dislike and respond in useful, personalized ways. Its enterprise consent and preference management platform, MyPreferences®, collects customer and prospect preferences, stores them safely and makes them available to any other system or application in the enterprise. PossibleNOW strategic services experts identify opportunities, plan technology deployments, design preference collection interfaces and position clients for a win. MyPreferences is purpose-built to help large, complex organizations gain control over communications, mitigate compliance risk and reduce marketing expenses while improving customer experience and loyalty.

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