

GDPR-COMPLIANT CONSENT PROCESSING



NEW PERSON

Consent given

Consent unanswered or withdrawn

- ✓ **CRM, MARKETO, OTHER CHANNELS** ⚡ Trigger
GDPR consent updated to TRUE
- ✓ **CAN email**

Consent requires a good record of:

- **When** they consented
- **What** opted in to, specifically
- **How** they consented
- **If consent withdrawn:** and if so, when
- **Must archive** multiple opt ins as well as opt outs

Must be able to update consent to TRUE or FALSE anytime, if they change mind

UNANSWERED

WITHDRAWN ⚡ Trigger

- ✗ **CRM, MARKETO** ⚡ Trigger
GDPR consent withdrawn
- ✗ **MARKETO**
Lead cannot be marketed to, and is unsubscribed from updates
- ✗ **CANNOT email**

GDPR delete

Data deletion required

Timeframe established by Company Data Officer

EXCEPTIONS

Legitimate interest — may email existing customers regarding similar products if they haven't expressly opted out

Operational emails — breach of security, account statement, reminder to pay invoice

By Phone — if the number is not on DO NOT CALL registry and they haven't specifically opted out



Headquartered in New York, Romanoff Consultants is a consultancy specializing in MarTech, marketing automation, data, and CRM. Romanoff method and practice are deeply rooted in excellence and distilled over time from experience in marketing and multi-disciplinary consulting. Using our extensive practical experiences, we guide clients from insight and strategy to action, delivering solutions that accelerate growth and drive customer centricity.

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