Friday 18th of May 2018

GDPR Release

Latest update to 360 Lifecycle

Contents

Introduction

This release provides 360 users with functionality to manage GDPR compliance around:

- Collecting and maintaining consent
- Marketing permissions
- Subject Access Requests and Data portability
- Deduplication and upgraded marketing tools

The release focuses around a new 'Privacy' portal that allows each organisation to define its own consent statements and links to associated privacy documents. Through the online 'Privacy' portal, consent(s) can be collected, reviewed and amended, along with the ability for these consents to be individually amended directly through the Case Record. Please note that the decision to collect consent, or not, is the responsibility of each business to determine its operations and the lawful bases for the data it collects.

Using Campaign Manager, 360 users can then query 360 Lifecycle for clients who have provided consent for the specific activities defined by the organisation in the 'Privacy' portal. From the clients that have been queried, Campaign Manager continues to allow email, SMS and letter campaigns to be generated.

Collecting and maintaining consent

Consent for data processing activities (e.g. marketing, data sharing, etc.) is configured through a new 'Privacy' portal. From the maintenance section in 360 Office, the 'Privacy' portal allows consent statements for one or more data processing activities to be created, where you have determined that client consent is required.

Multiple 'Privacy' portals can be created depending on the needs of the organisation and the trading styles / brands used.
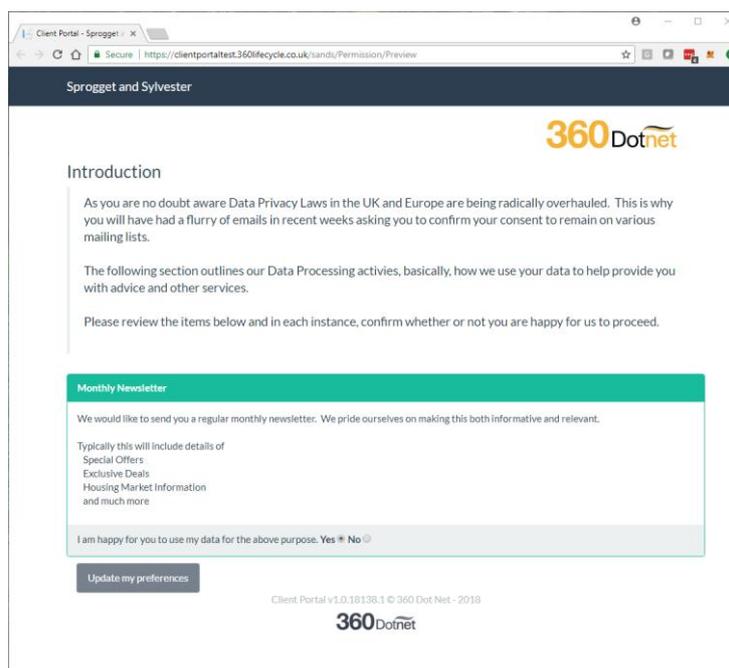
The 'Privacy' portal has the following features:

- Branding and theming
  Allows your logo to be shown on the 'Privacy' portal and use pre-configured themes to change the colour and font of the portal that matches your own brand identity.
- Consent configuration
  Configure and request consent for as many data processing activities as you require. Many will have one simple statement here others will choose to be more granular in requesting and recording consent.
- Consent recording
  Clients accessing the 'Privacy' portal can easily review your consent statements, choosing either Yes or No for each statement.
- Document delivery
  Create links to your online privacy statement, data protection policy, terms & conditions, etc. and display these within your 'Privacy' portal.
- Portal preview
  Allows you to preview the 'Privacy' portal as a client would, including the theming options, branding, consent statements and additional links.
- Client permissions within the 360 Case Record
  You can individually view consents for each client from the 360 Case Record. In addition, it is possible to configure these consents on behalf of your client, for instance for those people who do not have email.
- Permissions audit log
  All permissions and changes on the 'Privacy' portal are captured, including the nature of the change and by whom (either the client or the adviser).
- Additional access
  Clients can register with the 'Privacy Portal' to easily access and review their permissions at a future date.

To send consent requests, we've provided the following:

- Email templates
  Defines a 'consent request' template that is sent to clients.
- Individual consent requests
  Allows individual 'consent requests' to be sent directly from the 360 Case Record.
- Bulk consent requests
  A new tool that allows multiple consent requests to be sent to clients.

Marketing permissions

Consent statements can be linked to 'Marketing Permissions'. Marketing permissions are used in Campaign Manager allowing the user to define campaigns for clients who have consented to defined processing activities.

Marketing permissions includes the following features:

- Configure Marketing Permissions
  We've automatically populated your system with a 'General Marketing' permission that can be linked to your configured consent statements.
- Link Marketing Permissions to Consent Statements
  Multiple marketing permissions can be created and associated to one or more consent statements providing a level of granularity and flexibility.
- Campaign Manager
  When creating a new campaign in Campaign Manager, a new filter 'Client Permissions' will automatically be shown to allow the user to select clients that have provided consent for specific 'Marketing Permissions'. When creating 'Marketing Permissions' there is the option to automatically have these populate the query builder.

Subject Access Requests and Data portability

From the 360 Case Record, a new 'Export Case' feature extracts all client data into machine readable format (XML) to a selected local folder. This includes data from FactFinds and all documents.

Deduplication and upgraded marketing tools

To prevent multiple consent requests being sent to the same individual, who may have more than one 360 Case Record, the following tools have been provided:

- Case Record duplicate client checks
  This provides a clear warning message that clients within the opened 360 Case Record may be duplicated elsewhere within your system.
- Client dedupe wizard
  Allows identified duplicate clients across multiple 360 Case Records to be merged into one (ensuring that only one consent request is sent to that individual). Please note that this not the same as the Case Merge option.
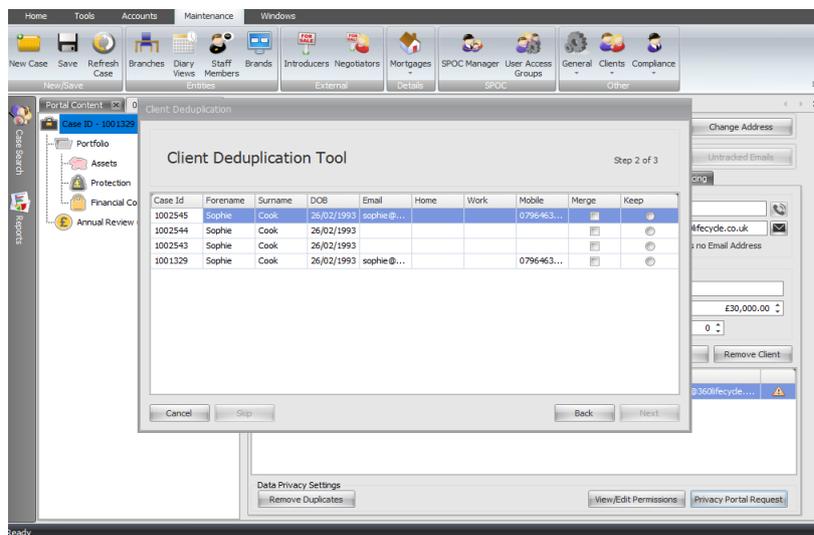
- Bulk 'Client Merge' tool
  Provides an automatic deduplication tool that processes all duplicate clients in your system.