

# GDPR Standard Consent

The GDPR sets a high standard for consent – this IS possible!

CASE STUDY – The Manchester Grammar School



## Who we are?

Chris Rainford      Business Development Manager

Gary Shipsey      Managing Director

Simon Jones      Director of Development



# Frequently Asked Questions

- Do we need to do anything before GDPR comes into effect in May 2018?
- If we need consent now, what is changing in May 2018?
- Can we rely on legitimate interest?
- Do I need to update the consent I currently hold?
- I've heard I need consent to seek updated consent...please explain!
- How long does consent last for?
- Can we rely on implied consent?
- Does consent need to be collected in a granular format (e.g. fundraising, events)?

# Manchester Grammar School

**Why did MGS choose to go for opt-in consent as a basis for its alumni relations and fundraising programme?**

**Why did MGS use Buffalo?**

**What has Simon learnt from the process?**

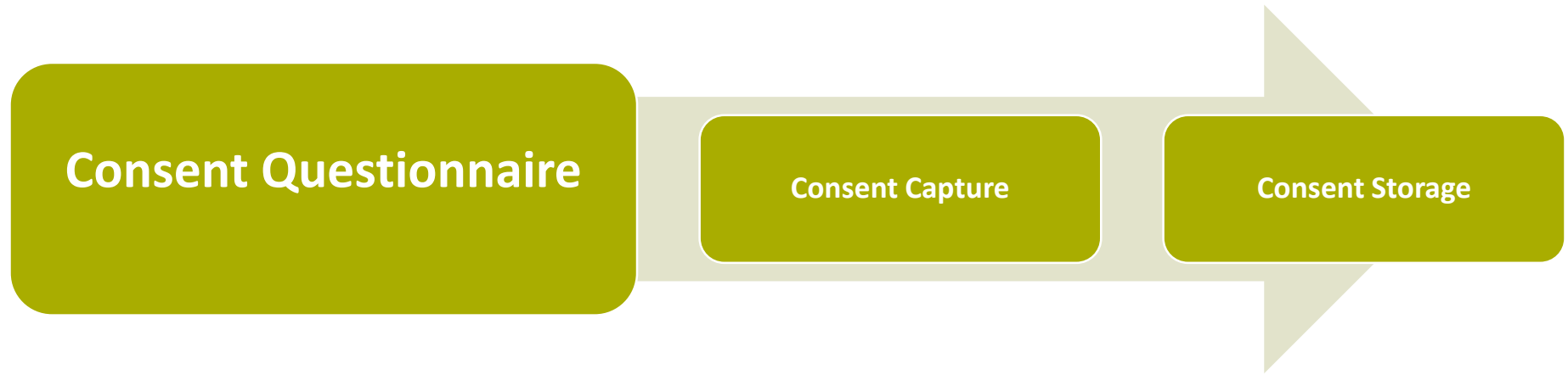




# The Process



# The Process



# Consent Questionnaire

- Determined the risk of affecting MGS's alumni privacy rights and expectations.
- Determined which email addresses we could use.
- After completing the questionnaire, we assigned a score to MGS's database, which determined the level of risk.

No	Consent Type	When you originally collected email addresses...	Everyone	Some People	No One
1	Freely given	...was everyone provided with an option to opt out of receiving future DM (Direct Marketing) emails?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2	Freely given	...was anyone coerced or offered undue incentives to ensure they consented to receiving DM emails from you?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3	Freely given	...was consent to receiving DM emails from you made a condition of subscribing to a service for everyone?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4	Specific	...did you clearly state for what purposes you would use their email e.g. fundraising, events, etc for everyone?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5	Specific	...did you record how and when everyone's email address was obtained?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6	Informed	...do you know which Privacy Notice was used when you collected everyone's email address?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



# The Process



# Multi Channel Consent Capture

## Phase 1 - Email

Email Type	Number Sent	Successful Deliveries	Click Rate	Response Rate	Phone Consent	Email Consent	Post Consent	SMS Consent	DC Consent
Formal Email (under 40)	400	356	37%	25%	90%	92%	80%	52%	87%
Informal Email (under 40)	397	369	31%	26%	81%	90%	80%	50%	88%
TOTAL	7,201	6,676	-	46%	72%	88%	75%	36%	87%

# Multi Channel Consent Capture

## Phase 1 – Data Analysis

Table 1: Desktop vs Mobiles

Device	Response Rate
Desktop	40%
Mobile	60%

Table 2: Non Donor vs Donor

	Response Rate	Phone Consent	Email Consent	Post Consent	SMS Consent	DC Consent
Non-Donor	39%	70%	88%	75%	37%	86%
Donor	59%	75%	87%	76%	36%	87%

Table 3: UK vs Overseas

	Response Rate	Phone Consent	Email Consent	Letter Consent	SMS Consent
UK	46%	72%	37%	76%	37%
Overseas	54%	77%	34%	72%	34%

# Multi Channel Consent Capture

## Phase 1 – Email: Time Comparison

Time	Action	Total Responses
4pm	Email sent	682
5pm		276
6pm	Social media post	143
7pm		96

# Multi Channel Consent Capture

## Phase 2 - Phone

Completed Calls	Phone Consent	Email Consent	Post Consent	SMS Consent	DC Consent
137	74%	77%	91%	35%	90%

### Phone results

Type	Phone Consent	Email Consent	Post Consent	SMS Consent	DC Consent
Non-Donor	68%	69%	89%	33%	89%
Donor	84%	87%	93%	38%	92%

### Email results

Type	Phone Consent	Email Consent	Post Consent	SMS Consent	DC Consent
Non-Donor	70%	88%	75%	37%	86%
Donor	75%	87%	76%	36%	87%

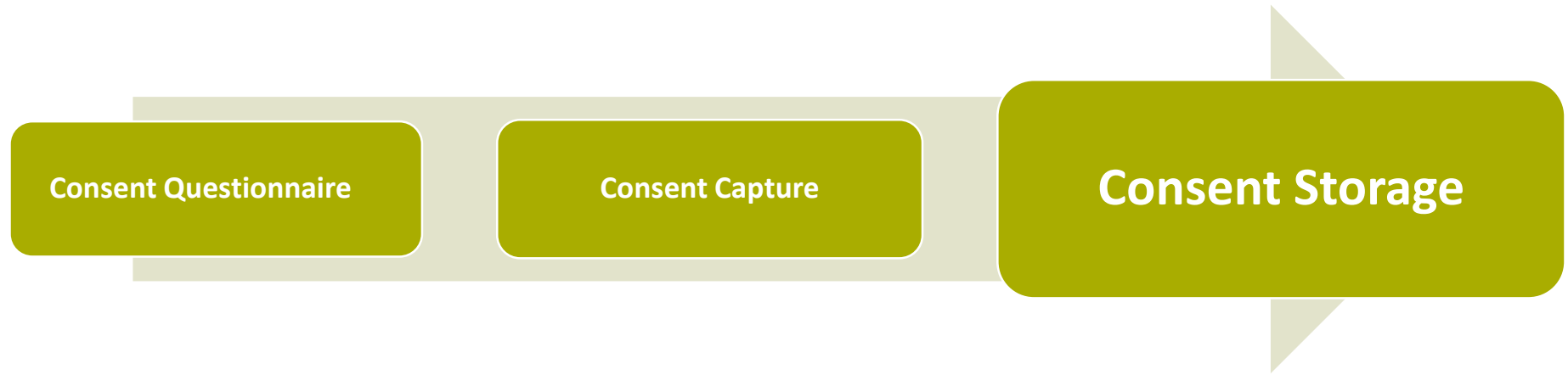
# Multi Channel Consent Capture

## Phase 3 - Letter

- Cold segment selected for test letter.

Number Returned	Phone Consent
36	69%

# The Process



## Consent Storage

On completion, MGS will have relevant data for all those individuals who have provided consent via email, phone or letter.

Phase 1 (email) = CSV files

Phase 2 (phone) = Audio files

Phase 3 (letter) = PDFs of scanned forms



## Questions?



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