

GDPR CONSENT REQUIREMENTS

The General Data Protection Regulation sets high standards for consent. Use these 8 tips to help you review and refresh existing practices.



1. Check Existing Consent Practices

Review existing mechanisms for how you obtain, record and manage consent. Ensure it is specific, granular, clear, opt-in, documented & easily withdrawn.

If your existing practices do not meet the GDPR standards, you will need to obtain fresh consent.



2. Informed Consent

For consent to be informed, an individual must be aware of who, when, how and what personal data is intended for. Consent should be freely given and be based on an informed and unambiguous choice.



3. Positive Opt-In

Consent requires a positive opt-in & where processing has multiple purposes, consent must be obtained for each one.

Do not use pre-ticked boxes or consent by default.



Examples of Active Opt-in Mechanisms:-

- ✓ Ticking/clicking an opt-in box or button
- ✓ Selecting from prominent yes/no options
- ✓ Answering yes to an oral consent request
- ✓ Signing a consent statement

4. Separate Consent Requests

Consent requests must be kept separate from other terms and conditions, be clearly distinguishable from any other matters and not be a precondition of a service.

5. Clear, Concise & Informative

Your wording and format should be specific, clear and concise. A specific statement of consent is required, not a blanket approach. Consider your intended audience and adopt a simple style with consistent language.



6. Accountability & Good Practice

Getting consent right puts individuals in control and builds trust - people must be able to refuse consent without detriment. Ensure that you identify yourself & any third party who will be relying on consent.



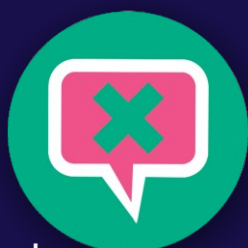
Where services are offered to children, have age-verification mechanisms in place & seek parental consent if required.



Use both online & offline tools for opting out & providing information. **Remember**, not everyone has access to the internet.

7. Right to Withdraw

Withdrawing consent should be as easy as giving it. Inform individuals of their right to withdraw consent at any time and make withdrawing simple and accessible, telling people how to do it.



8. Evidence & Documenting

You must document and evidence consent and record who, when, how, and what you told people. Recording this information enables you to monitor consent and comply with withdrawal requests.

