

LEAD FORENSICS

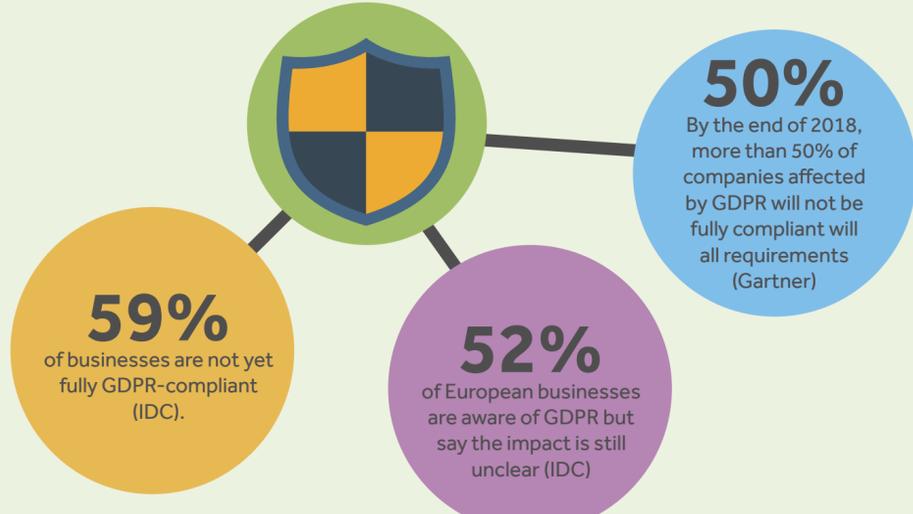
How Lead Forensics can in fact help with GDPR Compliance



By now, most businesses will have encountered the question: 'Are you GDPR compliant?' and should be taking steps to prepare ahead of the crucial 25 May deadline.

As our own Lead Forensics software is based on providing valuable data to our customers, we are naturally being asked what GDPR will mean for us and our services. The good news is, our software can actually help you become fully GDPR compliant!

Here, we're going to explain how Lead Forensics and the data we provide complies with GDPR, but also how it can benefit you and your own compliance.



GDPR and Lead Forensics – how does it work?

GDPR only applies to personal data, such as an individual's email address

Lead Forensics primarily provides business data, which is not applicable under GDPR, such as business name, financial details and business telephone numbers

Any personal data we do process, is compliant under GDPR

Leads brought to you by Lead Forensics have expressed an interest, which means their data can be processed under the 'legitimate interests' condition – one of the legal basis specified under GDPR

What is meant by 'legitimate interests'?

Legitimate interests is one of the six lawful basis for processing personal data, specified under GDPR. It allows you to process data based on the following grounds:

The individual whose data you are processing must have a legitimate interest in what you are offering them

Your business must have a well-considered legitimate interest in communicating with the individual

Any contact with the individual must not affect their rights or freedoms

Lead Forensics can help you:

- 1 Enter and move leads along your sales pipeline, who have shown an interest in your company
- 2 Find GDPR happy leads to fuel your marketing and sales activity
- 3 Meet GDPR requirements for documentation, thanks to the easy to use portal that keeps a record of your data, the lawful reason for processing each individual's data, (the legitimate interests shown), and a clear record of the data available for you to process

Is the data Lead Forensics provides GDPR compliant?

Lead Forensics provides a mixture of business and personal data

Lead Forensics data is fully compliant, having gone through rigorous checks

Any third parties we source data from are well known companies, with whom we have strong contractual agreements hinged around both compliance with GDPR and our terms of use

All data available through Lead Forensics has been reviewed by our verification department to make sure that it is safe and rightfully there

Producing results for your business

Imagine if you could take control of your lead generation activity and convert sales-ready prospects, before your competitors even get close. Lead Forensics is software that can reveal the identity of your anonymous website visitors, turning them into actionable sales-ready leads. And the best thing – all the data is fully compliant with GDPR!

Lead Forensics data stems from legitimate interest. It can fuel your marketing and sales teams with the contact details of those businesses who are actively interested in your products and services. Lead Forensics makes your documentation process slick and painless by giving you precise information about the businesses who visit your website, displaying the legitimate interest shown, along with a clear record of the data available for you to process.

Sign up for a free demo and start your journey with Lead Forensics. We will show you exactly how our product works safely under GDPR, and how you can harvest leads without a worry beyond 25 May 2018!

Sources: <https://www.eset.com/int/business/gdpr-low-level-implementation-according-idc-report/>
<https://www.idc.com/getdoc.jsp?containerId=US42574817>
<https://www.gartner.com/newsroom/id/3701117>

Take a look for yourself with a free, no obligation trial - you can get started today!

BOOK NOW

or contact us on 0207 206 7293 or email us at infographic@leadforensics.org