

GDPR-compliant with Mobizon

Did you know that you cannot just use simple forms to collect your customer's data anymore?

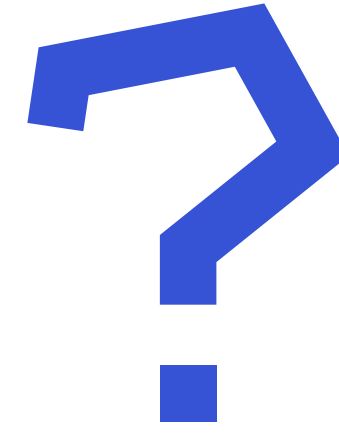


With the GDPR, a new law that was introduced in 2018 in the European Union, forms are also affected since they gather and store private customer data information.

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What is GDPR?

The GDPR (General Data Protection Regulation) is a regulation in the EU law, protecting the privacy of individuals in the European Union and the European Economic Area. It was introduced in May 2018 and it replaces the Data Protection Directive 95/46/EC.



Why GDPR?

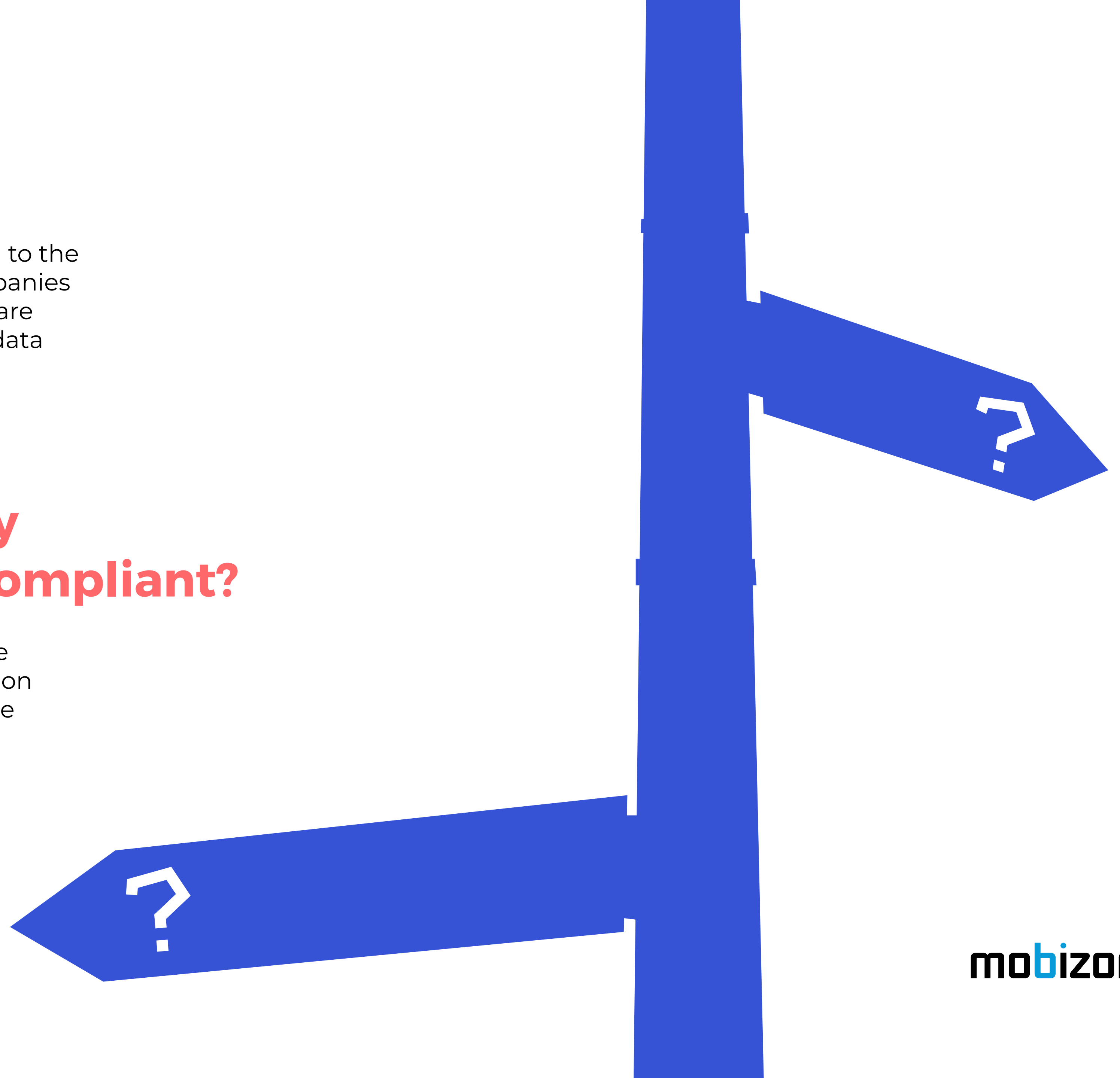
The GDPR helps individuals to get a better control over their personal data (personal data= any information relating to a person) held by companies and organisations. An example of personal data would be name, gender, IP addresses or cookies.

Who is subjected to the GDPR?

All companies operating in the EU are subjected to the GDPR. That means that not only European companies are affected – also organisations outside the EU are subjected to this regulations when they collect data concerning any EU citizen.

What happens when my company is not GDPR-compliant?

In case a company does not work in line with the GDPR, penalties will be awarded. If an organisation does not comply with the regulation, fines will be increased (up to 20 million Euros or 4% of the company's annual global turnover).





Data Security in the EU with Mobizon

“...everyone has the right to the protection of personal data concerning him or her”



(GDPR, 27 April 2016)



Data security has always been an important factor in today's business world. But the GDPR took one step forward and put data security in the centre of attention. With Mobizon forms you are able to collect customer's data in line with the GDPR – GDPR compliant forms.



Mobizon's mission is to help our customers to protect the data privacy of their clients (and of course also to protect our customers against possible, unnecessary penalties). In addition to the GDPR compliancy our servers are located in Germany and as a German company we are subjected to the German data protection law.

**We care
about data
security**



How to use Mobizon GDPR compliant?

Right to be Forgotten



As an organisation collecting customer's data you have an obligation to delete customer's data upon request. In Mobizon's CRM it is possible to delete all user related information

Right to Access

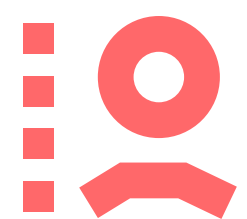


Mobizon offers a copy of personal data

Right to be informed



Include a Terms and Conditions field



How to collect customer's data GDPR-compliant with Mobizon?

We, at Mobizon, have developed ways for our customers to use forms GDPR compliant. Therefore, we had a look at the GDPR and it's meaning and developed features that help our customers to be in line with the GDPR and still be able to collect valuable customer's data.



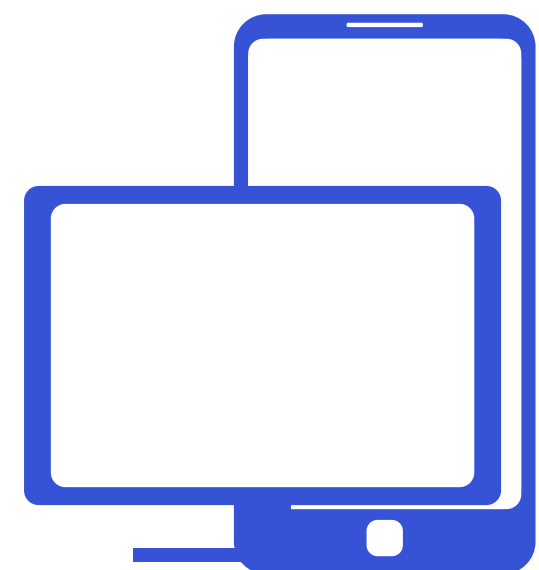
1

Include a Terms & Conditions field to inform your customers why, how and for how long their data is stored



2

Delete personal data upon request



3

Opt-in with Two-Factor authentication (2FA): two different, but related methods to identify a person



4

Unsubscribe link in SMS



GDPR and its main characters in the form context

Data Subject

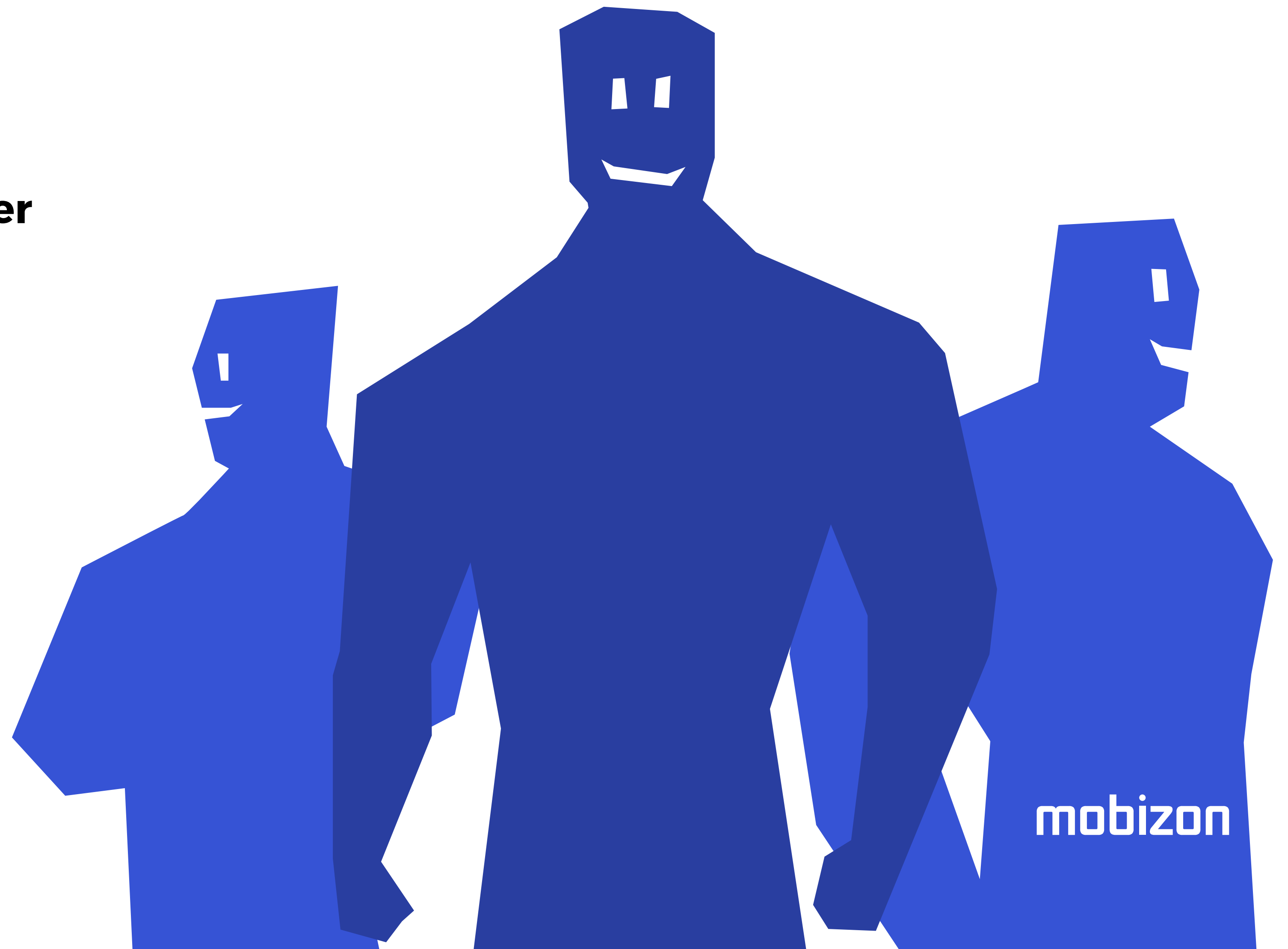
form respondents

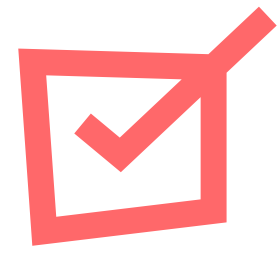
Data Controller

you, taking over the
roll as the form
maker

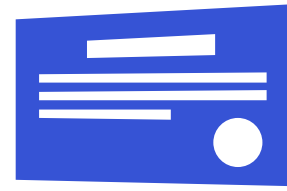
Data Processor

us, Mobizon,
processing the data

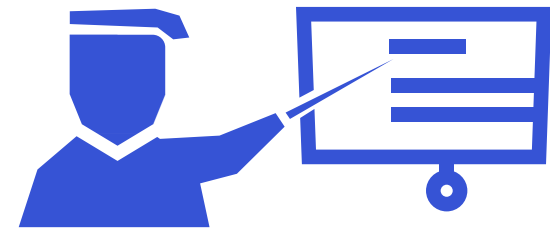




If you use forms on your website, you must meet the following criteria to be in line with the GDPR:



SSL certificate



Explain:

- What will you do with the data?
- For how long you will keep the data?
- Reference to the privacy policy



Send email

through SMPT
or TLS



Order data

processing agreement with every third party that at the end processes customer's data (e.g. email marketing service)



SMS Marketing and GDPR

It seems almost impossible to reconcile SMS marketing and the GDPR – NOT WITH MOBIZON! We've developed different ways to collect valuable customer data & send SMS GDPR compliant.



Consent by 2 FA

Mobizon Forms

Step 1

Use Mobizon forms to collect phone numbers and let your customers confirm your Terms & Conditions

Step 2

A SMS with a confirmation code is automatically send to your customer

Step 3

Customer confirms receiving SMS by entering the code

Step 4

Start sending customized SMS to your customer

Mobizon QR code

Step 1

Customer scans QR code

Step 2

Customer is directed to website with form, enters his phone number and confirms Terms & Conditions

Step 3

A SMS with a confirmation code is automatically send to your customer

Step 4

Customer confirms receiving SMS by entering the code

Step 5

Start sending customized SMS to your customer

Short URL

Step 1

Customer clicks on short URL

Step 2

Customer is directed to website with form, enters his phone number and confirms Terms & Conditions

Step 3

A SMS with a confirmation code is automatically send to your customer

Step 4

Customer confirms receiving SMS by entering the code

Step 5

Start sending customized SMS to your customer



What other products of Mobizon may I use GDPR compliant?

1.

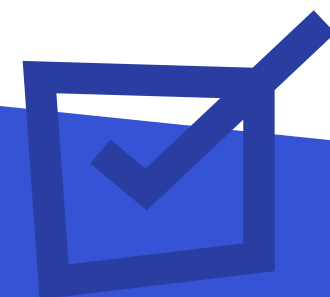
ALL. We've developed our products together with our legal advisor who is specialised in internet law and GDPR compliancy.

2.

You can use our QR code generator, our forms and our short URL in order to send SMS campaigns through our SMS marketing tool in line with the GDPR. And you can store collected customer information in our own CRM.

3.

You can combine all online marketing tools on one platform. Collect customer data with our forms, the QR code generator or the short URL creator, save the collected data in our CRM and create a SMS campaign to stay in touch with your customers – all GDPR compliant!





Disclaimer:

The information presented should not be taken as a legal advice.

Please contact your legal counsel for further information and what exactly your organisation has to do to comply with the GDPR.

More official information about the GDPR you can find here:



2018 reform of EU data protection rules



Dokument 32016R0679



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