



360 lifecycle
2018 GDPR Release

Contents

Introduction.....	3
Collecting and maintaining consent.....	3
Marketing Permissions	5
Subject Access requests and data portability.....	6
Deduplication and upgraded marketing tools	6

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.

Introduction

As you are no doubt aware Data Privacy Laws in the UK and Europe are being radically overhauled. This is why you will have had a flurry of emails in recent weeks asking you to confirm your consent to remain on various mailing lists.

The following section outlines our Data Processing activities, basically, how we use your data to help provide you with advice and other services.

Please review the items below and in each instance, confirm whether or not you are happy for us to proceed.

Monthly Newsletter

We would like to send you a regular monthly newsletter. We pride ourselves on making this both informative and relevant.

Typically this will include details of
 Special Offers
 Exclusive Deals
 Housing Market Information
 and much more

I am happy for you to use my data for the above purpose. Yes * No

[Update my preferences](#)

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.

Filters

Company: All Companies

Servicing Advisor: Mark Dryden

Surname Starts With: (Leave blank for all)

Limits

Show: No consent requested

Limit Results to: 1000 Records

Portal Name	Forename	Surname	DOB	Email	Cases	Remove
360cp	Lance		01/01/1980		1	<input type="checkbox"/>
360cp	Vishal		01/01/1980		1	<input type="checkbox"/>
360cp	Sean		01/01/1982		1	<input type="checkbox"/>
360cp	Neil				1	<input type="checkbox"/>
360cp	Neil		01/01/1980		1	<input type="checkbox"/>
360cp	Lesley		23/01/1990		1	<input type="checkbox"/>
360cp	Mark				1	<input type="checkbox"/>
360cp	Malcolm		01/01/1980		1	<input type="checkbox"/>
360cp	Penny		01/01/1980		1	<input type="checkbox"/>
360cp	Jeff				1	<input type="checkbox"/>
360cp	David		01/01/1980		1	<input type="checkbox"/>
360cp	Adam		01/01/1980		1	<input type="checkbox"/>
360cp	Mark		01/01/1980		1	<input type="checkbox"/>
360cp	Martin		01/01/1985		1	<input type="checkbox"/>
360cp	Neel				1	<input type="checkbox"/>
360cp	Nicola		01/01/1980		1	<input type="checkbox"/>
360cp	Matt		01/01/1980		1	<input type="checkbox"/>
360cp	Kathlyn				1	<input type="checkbox"/>
360cp	Keiran		01/01/1980		1	<input type="checkbox"/>
360cp	Neil		11/05/1980		1	<input type="checkbox"/>
360cp	Mary				1	<input type="checkbox"/>
360cp	Sophie				1	<input type="checkbox"/>
360cp	Pete		01/01/1980		1	<input type="checkbox"/>
360cp	Jemima				1	<input type="checkbox"/>
360cp	Dalvir		01/01/1995		1	<input type="checkbox"/>
360cp	David		01/01/1980		1	<input type="checkbox"/>
360cp	Marcus		01/01/1980		1	<input type="checkbox"/>

Click 'Send Links' to email 27 clients (attached to 27 cases).
 Alternatively if you prefer to use your own email mechanism, click "Export".

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.

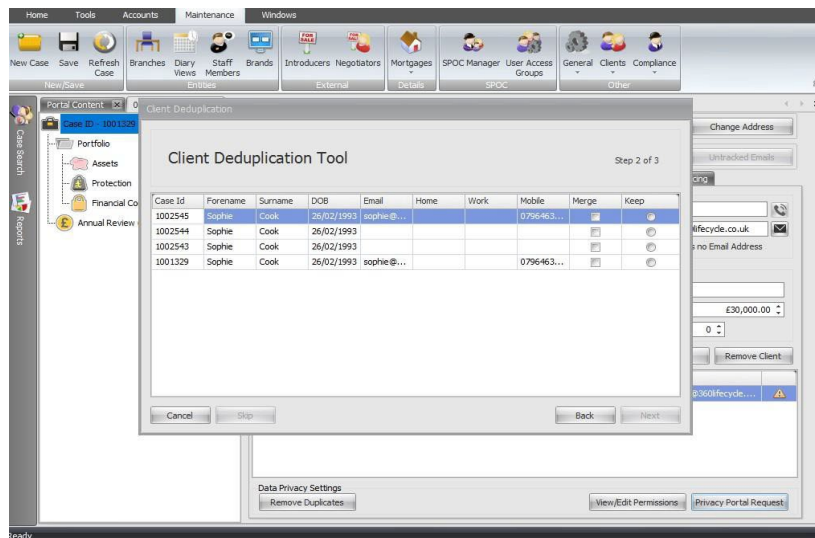
Subject Access requests and data portability

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.

