



DATA PROCESSING

WHAT I CAN DO

WHAT I CAN'T DO

I need to process personal data to complete a work assignment.

I know one of the ways to process that type of data is by securing the person's consent, in line with the General Data Protection Regulation (GDPR).

**What is
valid consent?**



FREE



SPECIFIC



INFORMED



UNAMBIGUOUS

CONSENT



FREE CONSENT

BALANCE

Use of alternative legal tool in unbalanced relationships

+ I CAN

Ask an employee to feature their staff picture on the company website

- I CAN'T

Post company party pictures on the website without asking for employees' permission

NO PRESSURE

Access services without supplying **unrelated** data

+ I CAN

Ask the customer's date of birth to offer birthday-specific promotions

- I CAN'T

Require the customer's occupation as a pre-requisite to buy products or services

GRANULARITY

Ability to **access services** without supplying personal data

+ I CAN

Suggest membership to a loyalty program when selling products

- I CAN'T

Make membership a requirement to be able to purchase products

WITHDRAWAL

Ability to **withdraw** consent without prejudice

+ I CAN

Provide a link to withdraw consent at anytime

- I CAN'T

Stop providing services if the consent is withdrawn unless data is specifically required

CONSENT



SPECIFIC

CLEAR PURPOSE

New consent required for new/evolving purposes



I CAN

Require a phone number for direct contact to discuss a specific service



I CAN'T

Use a phone number to solicit contributions or any other different services



INFORMED

CLEAR INFORMATION

Readily available information listing purposes, processing activities...



I CAN

List clearly all necessary information explaining why data is required



I CAN'T

Omit relevant info such as data transfer, purpose or ways to withdraw

✓ UNAMBIGUOUS CONSENT

POSITIVE ACTION

Exclusion of pre-ticked boxes or default settings

+ I CAN

Include clear instructions on where to click and offer the option to refuse

- I CAN'T

Preemptively tick the consent box or add misleading wording on the process

E-CONSENT

Distinction between consent action and other information

+ I CAN

Clearly identify consent options, separate from other required information

- I CAN'T

Make the consent box difficult or confusing to find on the online form