

GDPR

A GUIDE TO GDPR AND YOUR ALIDA PLATFORM

On May 25th 2018 the General Data Protection Regulation (“GDPR”) came into effect to strengthen and unify data protection for all individuals within the European Union.

This is your guide to managing your Alida Platform in a manner that helps support your users’ rights under GDPR.

RIGHT	WHAT IS IT	HOW DOES ALIDA HELP?
 RIGHT TO CONSENT	Every user must provide their freely given, specific, informed and unambiguous consent to participate in a survey.	Automated programs connect to your business systems where email consent is managed. Public community recruits include a double opt in to track consent. All options can include your policy and privacy references.
 RIGHT TO BE INFORMED	Every user must be provided GDPR compliant disclosures at the time of data collection, including informing users of their rights.	Privacy policy: We can include a privacy policy drafted by you. You retain complete control of the disclosures provided to your users in any survey workflow.
 RIGHT TO DATA PORTABILITY	Every user has the right to receive a copy of their personal data in a structured format.	Machine-readable exports: Alida solution provides exports in machine-readable CSV format.
 RIGHT TO ERASURE	The user has the right to have personal data permanently removed.	Data purge: The Alida platform has a configurable data destruction feature to allow you to automate the removal of PII data for users when the relationship has ended. Requests simply add users to this process for destruction.
 RIGHT TO ACCESS	The user has the right to obtain information about what personal data is held about them, and to receive a copy of the data.	Profile and Survey exports allow you to access and share data.
 RIGHT TO RECTIFICATION	Should the user request, you must update the personal data held about them.	User profile imports: Alida Sparq enables you to do this through user profile imports.
 RIGHT TO RESTRICT PROCESSING	If a user requests, you must stop using the personal data for further activity.	Purging: A user unsubscribing will terminate processing (users control). Setting them to purged will also achieve this (admins control).
 RIGHT TO WITHDRAW CONSENT	Users may withdraw their consent to the processing of their personal data.	A user unsubscribing will cease further participation. For an event based program, we can block activity for a given user, but it is better to ensure the parent customer system track the right (and stops trying to initiate surveys).