



GDPR
COMPLIANT

What is GDPR? How to navigate sales safely, in the GDPR era with Leadjet

GDPR PLAYBOOK

FREE
TEMPLATES
included



Content:

1. What is GDPR and how to navigate sales safely _____ **3-5**
2. 10 things you need to know about prospecting
in the GDPR era _____ **6-9**
3. GDPR-compliant ways to approach clients
and prospects (free templates included) _____ **10-14**
4. How to keep your CRM clean and manage
your prospects list in accordance with GDPR _____ **15-17**
5. How to send GDPR-compliant marketing emails _____ **18-21**
6. The final GDPR for selling Chapter _____ **22**

1. What is GDPR and how to navigate sales safely

Have you been contacting prospects illegally? We're here to help you figure out how to safely sell when it comes to the EU's privacy protection rules.

GDPR stands for General Data Protection Regulation. It's a law related to data protection and privacy in the European Union and the European Economic Area that took effect in 2018. Basically, GDPR aims to create best practices when it comes to handling data and data compliance in order to protect individuals.

This law affects all sales teams, so it's important that you adapt your sales techniques with GDPR to avoid being blocked from useful prospecting sites such as LinkedIn — or worse — getting fined or sanctioned. Don't be one of the **57% of sales and marketing reps not fully aware of the GDPR rules** and repercussions, which can lead to serious trouble!

This article will run through some of the basics when it comes to GDPR (sometimes, these rules can be hard to understand especially with all the law jargons), and how you may need to readjust your selling techniques to ensure you fall in line with the regulations to avoid issues.

GDPR: The background and key info to know

GDPR isn't necessarily simple. But we've summarized it so that the main points

are a little easier to understand. Mainly, there are seven GDPR rules that need to be followed:

1 Lawfulness, fairness, and transparency

90% of GDPR is related to the responsibility of informing users as to how their data is stored and processed. This is manifested through a privacy policy that must be provided to users.

An example is when you see "Terms & Conditions." Full transparency is really important here.

2 Purpose limitation

This means it must be clear why you are collecting/processing personal data and your intention behind doing so.

3 Data minimization

Collected data must be limited to whatever is necessary for the specific purpose you're using it.

4 Accuracy

Every effort should be made to ensure that data stays up to date and accurate.

5 Storage limitation

If requested, you must disclose and/or erase all data records of individuals.

6 Integrity and confidentiality

This is related to the security of data. If there's a data breach, it must be reported to the appropriate authorities within 72 hours of becoming aware of it.

7 Accountability

You should be ready and prepared to demonstrate your compliance with GDPR and justify all of your data protection measures.

But why is GDPR important in sales?

GDPR affects many fields, and sales is one of them. If salespeople don't follow GDPR best practices, they (and their company) are breaking the law.

If you don't follow these practices when social selling or prospecting on LinkedIn, **your messages could end up classified as spam**. This defeats the purpose of selling because your messages will end up in prospects' spam folders and they'll never see. Plus, if you follow the proper GDPR policies, prospects and clients won't feel like their data is being spammed or that you're too intrusive. It's important to note that LinkedIn has updated its [privacy policy](#) to fully comply with the EU's GDPR laws and will block and ban users that don't comply.

Use automation in moderation

[Automation tools](#) are a popular solution for those wanting to prospect further and faster. The problem is, they're just

that: fast fixes. You could be banned from LinkedIn for using these automated sales software tools, or worse - **your company could be blacklisted**. All of this leads to losing prospects, which should be treated carefully and respectfully, not in mass automation form.

There are some manual processes that can be automated. But when it comes to conversation with high-profile clients, they can often easily detect when they're talking to robot sequences.

The takeaway? Use mass automation sales tools in moderation. Make sure that when you do use them, you aren't violating [GDPR policies](#), which could get your company (and yourself) in serious trouble. To be safe, make sure you provide an easily accessible opt-out option that gives your prospects the choice to remove themselves from further communications. This can be as simple as an unsubscribe button.

Whenever you want to deploy a strategy, we highly recommend you try it manually first. Once you have a process that works and you feel comfortable with it, you can automate some of it in ways that don't violate GDPR.

While automation can be useful, there's nothing that beats genuine human contact and personalization in sales.

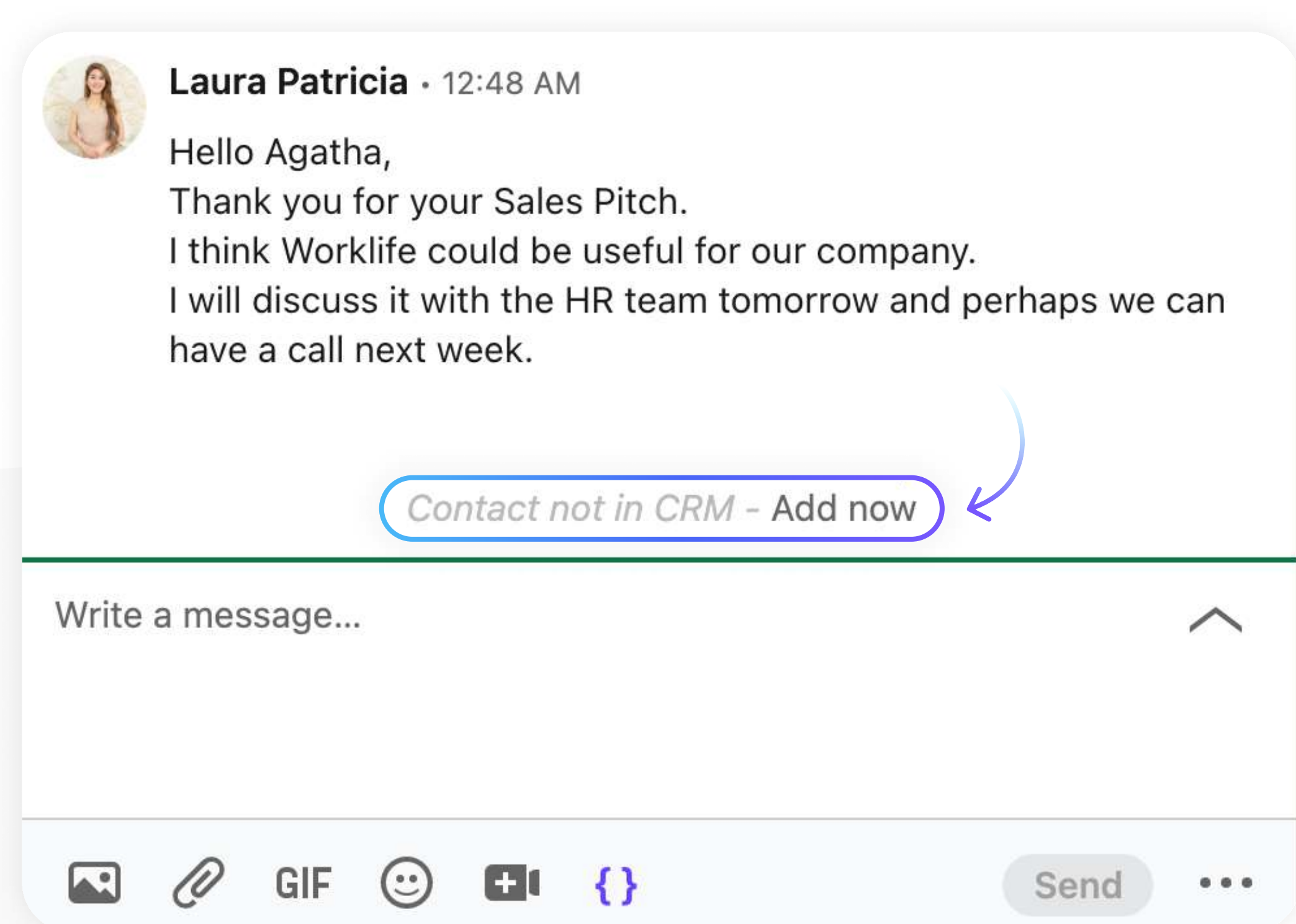
The solution? Comply with GDPR by using Leadjet

Here at Leadjet, we believe in quality over quantity, especially when it comes to prospects, customers, and clients.

Having 1,000 crummy leads where your messages go into spam and your account is suspended will get you nowhere. Instead, it's best to have 50 valuable leads that you can carefully finesse into customers or clients. If you do want a more automated approach, doing it in moderation (eg, a maximum of 100 contacts on LinkedIn) is your best bet.

Robotic behavior is easily spotted, and it's best to visit each prospects' page and use Leadjet to add their data to the CRM in just one click. Make sure your prospects are filtered and only start nurturing the lead after they opt-in, or reply to your first message.

It's always best to avoid mass exportation of data. You can add a prospect directly on the LinkedIn message panel after they've responded positively. Then, **you can sync conversations** to ensure they really want to be contacted and that it's worth spending your time nurturing the relationship.



See firsthand [how this company, Havr](#), has benefitted from using Leadjet instead of mass automation tools. We'll give you a hint: 100% reply rates!

Bottom line

GDPR is important and can have major consequences for companies not following the rules. Plus, if you care about your clients, you'll want to respect their data and privacy, too.

Be a company that cares, and consider Leadjet as an alternative to mass automation tools.

Leadjet is a picture-perfect example when it comes to following the proper GDPR policies. We are fully GDPR compliant and want to help you successfully prospect and sell in all the best ways.

*Ready to dive into Leadjet?
[Start your free, 14-day trial today.](#)*

2. 10 things you need to know about prospecting in the GDPR era

1/10

You can contact people whose information you've found on the internet for legitimate business purposes

Salespeople can cold contact people they've found on the internet assuming it's for a B2B, legitimate business purpose. For example, if you're a salesperson for a biomedical company contacting a hospital rep in hopes of selling them your products, this is a legitimate business interest and you can legally contact them. However, you can't contact a person in the computer industry — this would not be deemed legal as it's not legitimately relevant to your industry.

In order to ensure you comply with this, it's best to avoid overusing mass automation tools and carefully hand-select your prospects, ensuring they are a good fit for your business proposals.

2/10

It's legal to prospect on LinkedIn (just follow the rules)

Assuming you follow tip number one and are prospecting to those for which you have legitimate business interests, you can continue to prospect on LinkedIn, as well as on other social media channels.

However, it's worth noting that LinkedIn will flag robotic or clearly automated

behaviors (like adding 1000 people at once), and this could get you banned, which is why **you have to be careful when using automation.**

When social selling, sending the same mass message to hundreds of prospects may not get you banned, but your messages will likely end up in spam folders, so it's best, as we suggested above, to carefully select prospects and approach them in a more personalized manner. This way, you'll get the reply rates you've hoped for.

If you send 1000 automated messages and they all go into spam, you may not get a single response! Meanwhile, if you send 40 personalized messages, even if only a few prospects respond, you're already ahead of the game.

For more information on LinkedIn and GDPR, [click here](#).

3/10

You can (and should) provide an easily accessible option for your prospects to opt-out

It is critical that you provide an option for your prospects to easily opt-out if they do not wish to continue receiving communications.

By doing so, you are allowing your prospects to withdraw their consent from using their data, and contact must be ceased immediately.

This is one of the most important regulations to follow in B2B outreach, so make it a priority before sending any messages. Check out Leadjet's article that covers [GDPR compliant ways to approach prospects](#) to better understand how to integrate opt-out messages into your outreach approach.

4/10

Inform your prospects and clients about how you plan to use their data

Just because you have a client's email address doesn't mean you can add them to all your marketing email lists. They must opt-in, accept terms and conditions of data use, or join an email list. Make sure that any clients you plan to send marketing materials to have agreed to a user agreement.

Having a privacy policy page on your website to notify users on how you'll use their data is important, and proves to any interested parties that you are GDPR compliant.

5/10

Proceed with caution when using automation to reply

Technically, auto replies don't breach any GDPR policies. That being said, an auto reply can seem unprofessional, as prospects will easily realize when they're talking to a robot/auto-reply.

Personalization is key when responding, just as it is when sending those first messages.

We get it though — not every sales rep has hours on end to think up savvy, personalized replies. Here at Leadjet, we have special template features that allow users to start with a generic reply, but then personalize it a little to best fit the prospect and situation.

Automation isn't all bad — just use it sparingly and in the right ways to avoid running into issues. Limit your daily email/LinkedIn connection requests to what's actually feasible for the average salesperson. (For example, LinkedIn limits connection requests at 100 weekly).

6/10

Be careful when purchasing bulk lead lists

It is legal to contact prospects from a purchased list assuming these parties have given consent to their data being transferred to a third party (you). That being said, you must document proof of consent, so it's important that you trust your seller on this one. To avoid any legal trouble, make sure your purchase agreement contains a specific provision that verifies the legality of the database, meaning that the consent of each subject has already been gathered.

7/10

Utilizing referrals is legal

Under GDPR, it's perfectly legal to contact people that have been recommended or referred to you by existing customers. The best way to do this is to have your customer put you both in touch so there's clear proof there was a recommendation.

8/10

Be careful when collecting certain types of data (and with the tools you use to do so) and watch your words

When prospecting, it's best to be cautious about personal data. While it's appropriate to collect a prospect's full name, email, position in the company, and phone number (especially when social selling on a site like LinkedIn), you shouldn't be collecting or tracking their emails or links for your marketing and sales purposes.

This ensures you'll be complying with the data minimization aspect of GDPR. It is also forbidden to say anything racist or insulting about someone you are targeting within the database, and you will be controlled by supervising authorities if you choose to do so, so think before you speak.

You also need to be careful with the tools you use to collect data. Here at Leadjet, we don't store our users' business data. We merely act as a bridge between two external systems. In other words, we are unaware of who our clients have talked to or been prospected by on LinkedIn. We also don't record or store anything that's going on in their CRM.

Leadjet acts as a data processor, assisting our users (the data controllers), to transfer information automatically from LinkedIn to their CRM. This process itself respects GDPR guidelines, as it's essentially equivalent to writing down this information manually on an Excel sheet/CRM from a LinkedIn profile that is publicly available.

9/10

Location matters

First off, remember that GDPR is related to European law. So if you're located in other parts of the world, do you still have to respect this law?

The answer is yes, you still do. For example, if you are a company based in the US or Asia and you want to sell to a European customer, then you would have to respect GDPR rules. And as more countries, states, and territories are adopting similar privacy policies (for example, the California data protection law), it's even more essential to comply. Individuals are more aware of how precious their data is, and won't stand for companies doing whatever they want with it.

When GDPR policies were first implemented, it seemed quite sudden for European companies, halting their workflow significantly. So, even if you're not located in Europe it's better to be prepared and anticipate any possible data regulation changes.

Even within the EU, policy standards can differ. Depending on what country a prospect is located in, they may have to either opt-in or opt-out to receive your communications. Stay tuned for the third and final post in our GDPR playbook to find out which countries require which style of message, as well as example templates to use when contacting prospects.

10/10

Leadjet is fully GDPR compliant:
[Sign your team up today!](#)

Leadjet is:

- ✓ Here to make prospecting easy, legal, and hassle-free.
- ✓ Ready to connect your LinkedIn prospect's data to your CRM in one simple click.
- ✓ Fully GDPR compliant.

Leadjet is not:

- ✗ A mass automation tool.
- ✗ A robotic tool.
- ✗ Going against any LinkedIn or GDPR guidelines/policies.

If you're stressed about complying with GDPR, don't be. The data privacy rules actually benefit salespeople and organizations as well as individuals and prospects, ensuring that the right people are being contacted and receiving information.

When you can focus and emphasize your efforts on a market that's really apt for your business, it's more likely prospects will want to engage, making it easier for you to turn prospects into customers and increase that ROI.

3. GDPR-compliant ways to approach clients and prospects

Offering prospective clients opt-in/opt-out options is the key in order to comply with GDPR. Use our handy guide with templates for help.

But what does opt-in/opt-out mean anyway?

Literally speaking, the word 'opt' means to 'make a choice.' So when you opt-in, it means yes, and when you opt-out, it means no.

- ✓ Opt-in
- ✗ Opt-out

If a potential client or prospect opts in, it means that this recipient is actively choosing to subscribe or accept your message communications. They are open to receiving whatever you are offering, and providing consent for you to use their data to send them communication.

In contrast, if a potential client or prospect opts out, this recipient is actively choosing to decline your communication with them. They no longer want to receive messages from you. Complying with GDPR policies means that if a prospect or client opts out, you must cease sending them communications.

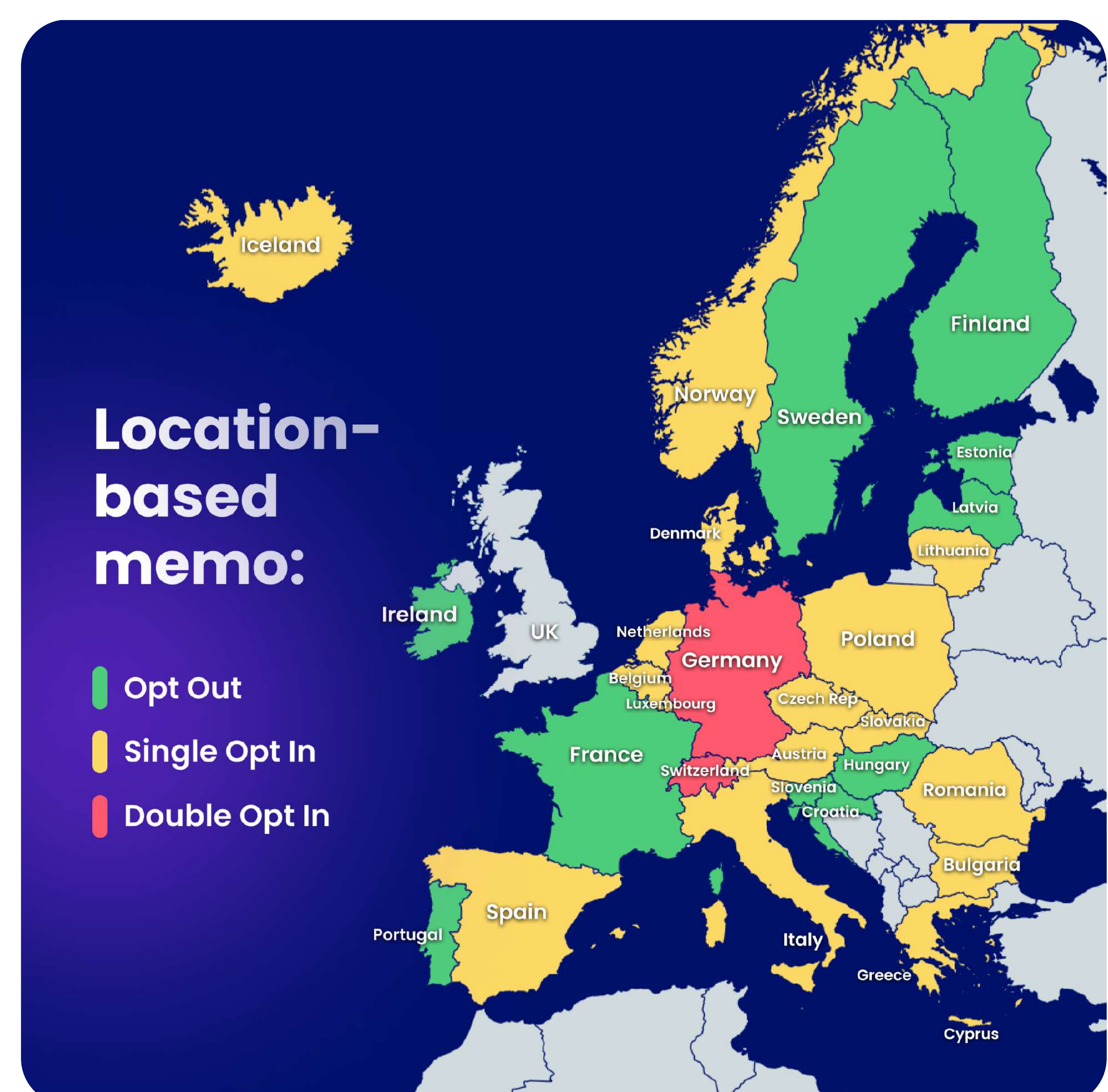
How location plays a part in opt-in/opt-out selections

All countries located in the EU must follow GDPR rules and regulations. That being said, each EU member state can

decide whether to adhere to the policies in the strictest sense, or instead take a more lenient approach.

This is why opt-in/opt-out policies are not as cut and dry as they may seem. In fact, depending on the location of the potential client, they have to opt-in once, twice, or simply opt-out.

Here is a map of which countries require which type of choice.



The differences between opt-out, opt-in, and double opt-in (and how to best work with each)

GDPR policies are not one and the same. Read on to figure out how to handle them and where each applies.

✗ Opt-out

In the countries colored in green, prospects don't have to choose to opt-in, but instead must be provided with a simple way to opt-out of receiving communications. This only applies in B2B relationships, as any B2C outreach requires that your prospect opts-in as well. With that being said, stick to using email or phone for B2C outreach to ensure that your prospect willingly opts-in.

Opt-out countries include:

- France
- Hungary
- Croatia
- Sweden
- Finland
- Estonia
- Latvia
- Ireland
- Slovenia
- Portugal
- Norway
- **UK was previously an opt-out country, but post-Brexit, GDPR policies no longer apply as it's not a part of the EU.*

How to manage opt-out prospects

For potential clients located in opt-out countries, explain in the message body or at the bottom of an email that they can easily be excluded from communication by clicking 'unsubscribe.'

Example opt-out templates:

Hello John,
(Insert sales pitch).
Simply reply with NO to stop further communication.

Hello John,
(Insert sales pitch).
Type UNSUBSCRIBE if you do not wish to receive any more messages.

Hello John,
(Insert sales pitch).
Click here to unsubscribe. (Link them to unsubscribe request form)

Hello John,
(Insert sales pitch).
Reply with Stop to stop receiving messages from us.

✓ Single opt-in

Countries in yellow are single opt-in countries. This means that you will need to have some form of consent from a prospect in order to send communications. **They'll have to take one positive action to sign up to receive your messages.**

Single opt-in countries include:

- Spain
- Denmark
- Belgium
- Italy
- Poland
- Lithuania
- Czech Republic
- Slovakia
- Bulgaria
- Greece
- Iceland
- Austria
- Romania.

How to manage opt-in prospects

Opting-in may not need to be as explicitly stated as you think.

For example, during your connection request or first message on LinkedIn, you can say something like, “If you reply/accept, this means you want more information.” This is enough to warrant an opt-in from this client. Any reply or acceptance means the prospect has given you the okay on contacting them.

Leadjet template feature

Once you’ve installed Leadjet, you’ll be able to access our **template feature where you can save the free templates** below whenever you are sending a GDPR-compliant sales message to your prospect.

This makes it easy to send a message with just one click instead of having to type or copy/paste this message from another Word or Google Doc.

Example opt-in templates:

Hello John,
(Insert sales pitch).
Accepting this request would also mean that you accept the terms and conditions.

Hello John,
(Insert sales pitch).
Accept this request or reply to find out more.

Hello John,
(Insert sales pitch).
Click ‘SUBSCRIBE’ to hear more about how our products can help increase your revenue. (Link to email sign up)

Hello John,
(Insert sales pitch).
Simply reply with a “yes” to get more information from us.

Create a new message template

My new template

Hello {first_name},
I see that you are the CTO of a tech company.
Our company sells the latest computer software with discounted price.
Please reply if you are interested and I will send you some brochure for you to look through.

Use placeholders like {first_name}, {last_name} and {company_name} to personalize your message.

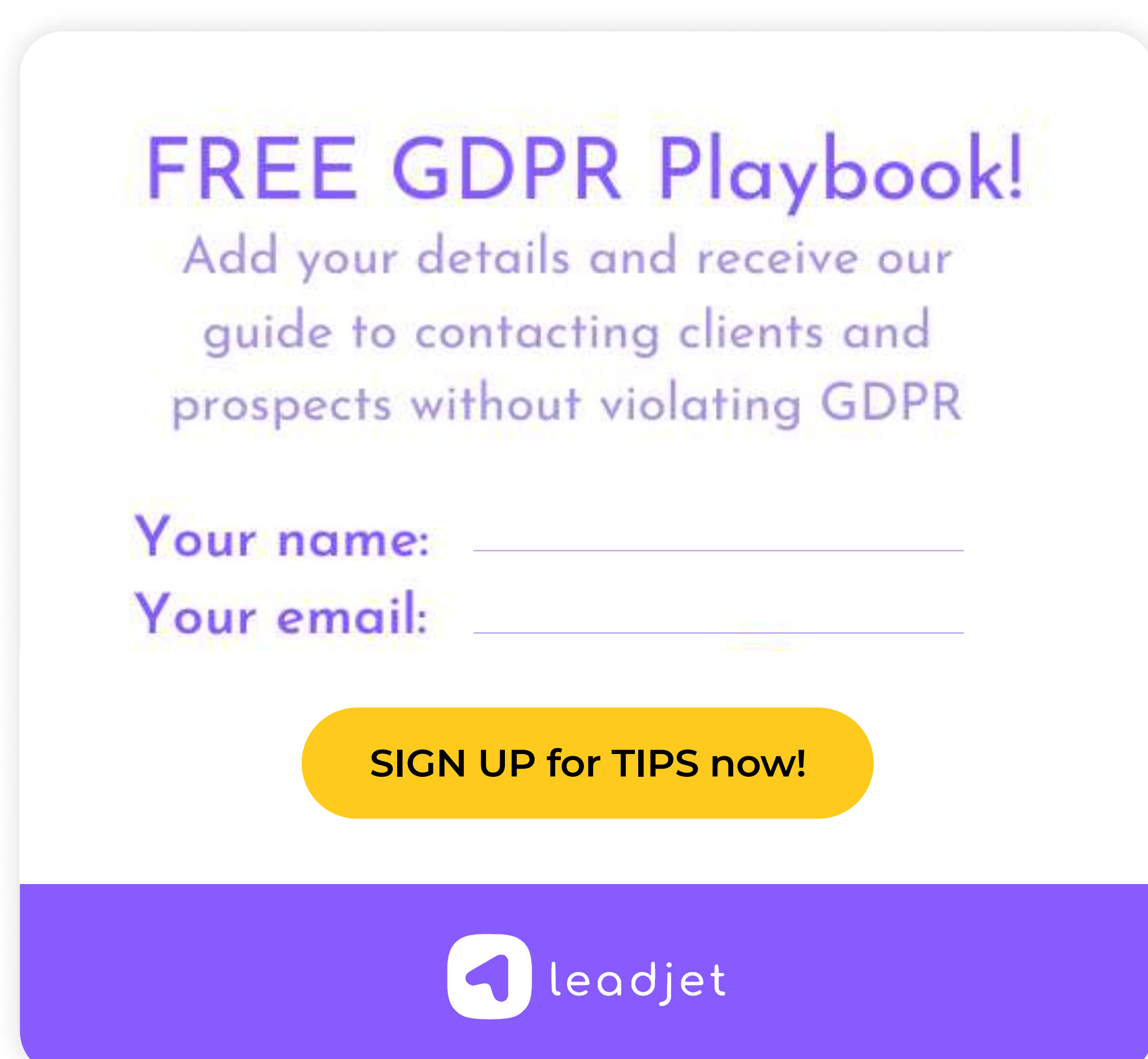
shortcut

Type in /shortcut in your message panel to quickly insert this template.

+ Add

An alternative is to create a popup on your website and give an incentive for your potential client to sign up for newsletters, or further communication via LinkedIn or email. This can be anything from a free trial, a discount, or a complimentary guide/resource that may be useful.

Example of an opt-in popup graphic

A white rectangular popup with rounded corners. At the top, it says "FREE GDPR Playbook!" in bold purple text. Below that, in smaller purple text, it says "Add your details and receive our guide to contacting clients and prospects without violating GDPR". There are two input fields: "Your name:" and "Your email:", both in purple text. Below these is a yellow button with black text that says "SIGN UP for TIPS now!". At the bottom, there is a purple bar with the leadjet logo and name in white.

✓ Double opt-in

Countries that require a double opt-in interpret GDPR in its strictest sense. When contacting prospects in these locations, it's best to be extra careful to avoid violating any terms. The double opt-in means that a prospective client would have to take not one, but **two positive actions to consent to receiving communication**.

Double countries include:

- Germany
- Switzerland

How to manage double opt-in prospects

Double opt-in actions can include signing up to receive emails or messages, then confirming their sign-up via email. If prospects in these countries don't provide this double form of consent, your business can't send them communications.

When it comes to double opt-in communication, make sure your CTA button is large and available for email sign-ups. If prospects can't figure out where to sign up to receive your emails, they'll never do so.

Once a prospect signs up, make sure your next email comes immediately after asking them to verify their details. If this doesn't arrive right away, a potential client may lose interest or forget to complete the double action. Keep this email simple and brief to ensure your prospect uses it to verify (the second opt-in) their interest and isn't distracted by other information.

How following GDPR can (and will) benefit your business

If you're panicking a little about complying with GDPR, don't. It can actually help benefit your business.

Following these rules will guarantee an automatic prospect filtration that enables you as a business to best target potential clients. If you know a prospect is interested, you can slowly push them through the sales pipeline instead of wasting your time sending information to those who aren't interested, right for your business, or wouldn't bother reading your communication anyway.

Think of GDPR as a way to modernize the way you filter your prospects.

It's also important to make sure that your website and social media channels are updated with plenty of information so that prospective clients are able to see what your brand is about and decide whether or not to opt-in or opt-out.

If you have clear and concise brand messaging, prospects will be able to figure that out immediately and see if your product is right for them and if they'd like to know more. Likewise, this process ensures you won't waste time on those who wouldn't have considered your product anyway.

Leadjet is fully GDPR compliant — we make things easy for you

Leadjet is fully GDPR compliant, as we don't do mass messaging and we believe in respecting the data of our prospects and clients. That's why **we make it easy to save your GDPR-compliant templates on LinkedIn for quick and hassle-free access.**

Sign up for your 14-day free [Leadjet trial](#) and begin to prospect quickly and efficiently without stressing about GDPR compliance.

4. How to keep your CRM clean and manage your prospects list in accordance with GDPR

Now that you have a list of solid prospects, you'll need to manage it — without violating users' privacy. Understanding and applying GDPR rules and regulations will ensure you keep your contacts and their data in perfect order.

What do you actually do with a prospect's data once you have it? How do you verify their information is stored accurately and keep it updated without violating GDPR?

Managing your prospects might seem even more complicated than sourcing them, but it doesn't have to be.

Organization is key, as is understanding how to best use your contact list to turn prospects into clients. And GDPR rules play an important part when it comes to data management.

Understand GDPR's definition of data controller and data processor

Article 4 of GDPR refers to some key definitions useful in the understanding of these data privacy regulations. Among them is the explanation of what qualifies as a data controller and a data processor.

In order to best manage your prospects, it's important to understand the difference between a data controller and a data processor.

According to GDPR:



Data controller

is an entity that determines how and why someone's data is used.



Data processor

does the processing of that data on behalf of, or for the controller.

The data processor is typically a third party (person or company) outside of the controller such as data hosters or email, newsletter, and paybill managers.

Your company is a data controller — now what?

In reference to the aforementioned definitions, you or your company (assuming you're collecting prospects' data) is a data controller. The next step is to consider a data processor.

The right data processor is important, as they are the party that will be processing the data you collect. If you don't use a data processor you trust or rely too heavily on automation, **you may end up violating GDPR data processing regulations without even realizing it.**

Make sure you, as the controller, contract a data processor you can trust. Once you know your company is GDPR compliant (in both data collection, and contracting a third party for the proper processing), you can breathe a sigh of relief.

In the case that your data processor violates GDPR, they will be liable and held accountable.

The solution: Leadjet as your data processor

If you're using Leadjet (and if you're not — [click here](#) — we'll help you test out the service with a 14-day free trial), you likely have all your leads and prospects in your CRM. And that brings us to the next step: How do you actually keep all the data together?

Leadjet is a data processor. We specialize in **transferring and organizing data from LinkedIn to your CRM**, helping to keep prospects' data secure and easily accessible to all members of your company. The data is organized in a clear and concise manner, meaning you can find whatever you need, whenever you need it, all in your CRM, as well as on LinkedIn. We work diligently to ensure that your data remains secure and protected.

As a data processor, Leadjet can save you and your employees hours of tedious additional work weekly, even daily.

In other words, you control, we process: Once you've found your chosen contact on LinkedIn, our browser extension allows salespeople to export LinkedIn contacts directly into their CRM, including important information such as their name, company, job title, phone number, and of course, email address. There's a full, two-way sync of LinkedIn contact info, status, conversations, tasks, notes, activity, and ownership

of the lead, ensuring that nothing gets lost along the way.

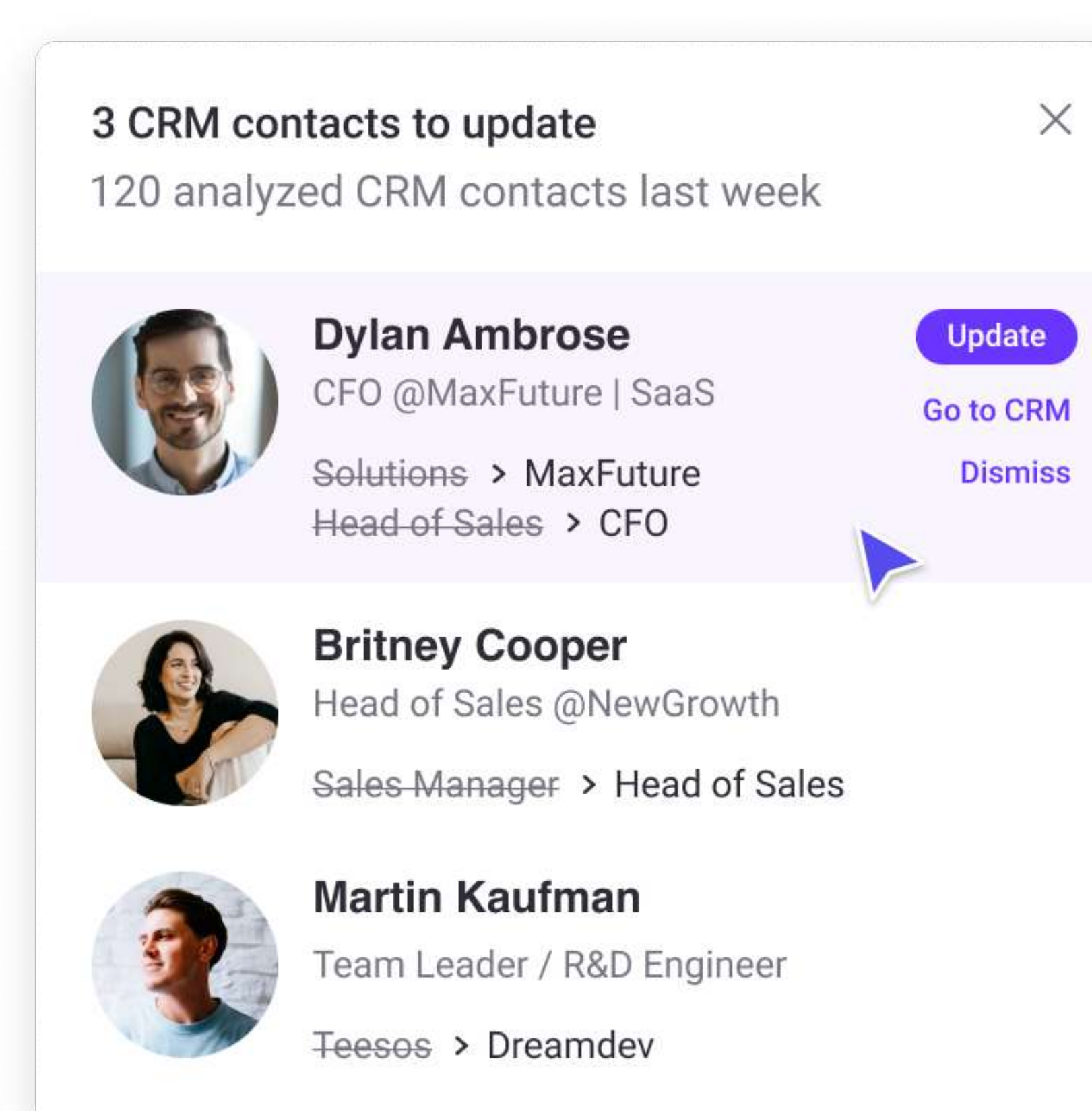
Here's how Leadjet can help manage your prospect list while complying with GDPR

Contact Update feature coming soon on Leadjet!

Remember, your list of prospects and their data is only relevant and useful if it's accurate. According to Salesforce data, 70% of data in your CRM can go stale each year. And maintaining that data can be a lot of work, especially for data controllers. But you should be able to leave that to your data processor.

Remember, it's often quality, not quantity, that matters when contacting prospects and moving them down the sales pipeline. If two-thirds of your data is unusable — what's the point of having a million contacts?

For example, here at Leadjet, we keep up with the data so you don't have to, ensuring retention and responsiveness from your prospects. Leadjet captures changes in real time, notifying you when your prospects change jobs, titles, roles, companies, email addresses, and more.



Do note that as you are the data controller and to adhere to GDPR rules, Leadjet would still need you to click “Update” after you receive the notification. But your prospect list will stay up-to-date and accurate thanks to Leadjet. New changes are displayed in your dashboard to keep track of everything and provide you with actionable insights for timely outreach.

And if you’re wondering how long you can safely keep prospects’ data in accordance with GDPR, don’t worry. The rules don’t specify actual retention periods when it comes to personal data unless your prospect has requested to have their data erased or opted-out of future communications.

Assuming you’re using it for the necessary purposes for which it was processed, **you can keep the data indefinitely — and Leadjet will ensure it’s updated.**

Contacting prospects in accordance with GDPR

Now that we’ve ensured your data is properly organized, managed, and processed, as well as explaining that you should only be emailing prospects with legitimate business purpose and who opt-in, the next step is contacting your prospects.

We even allow users to save fully compliant GDPR templates directly on LinkedIn for easy access.

5. How to send GDPR-compliant marketing emails

Email addresses count as personal data, so it's essential to manage your newsletters and email marketing without violating GDPR rules and regulations. Here's how.

Emailing prospects, leads, and clients is really important, whether it be specific, personal emails, or general marketing campaigns/newsletters. Sending just the right email may help turn a prospect into a client, funnel a client further down the sales pipeline, or even close a deal. But when you send out newsletters, email campaigns, or follow-ups, it's essential to comply with GDPR rules and regulations to respect your prospects' personal data.

This article will help you better understand how to send GDPR-compliant emails to ensure your clients' data is always protected.

Yes, emails count as personal data when it comes to GDPR

Work email addresses do indeed count as personal data. Most individuals' professional email addresses are something like *firstname.lastname@company.com*, **and these are considered personal data.**

However, if you are sending an email to a general email address, like *info@company.com*, this is not considered personal data (info is not a person, after all!) so GDPR rules don't apply.

For most email marketing campaigns, you'll likely be targeting specific prospects, so it's best to just stick with the idea that professional emails are personal data belonging to specific people and comply accordingly. This way, you won't run into trouble when it comes to GDPR rules.

How many emails are too many emails?

Well, first it's important to note that although GDPR has changed email marketing, compliance can actually help you best target your audience so the right emails go to the right people. Because users will be opting in and out, you can feel better about those who have opted in — these people really do want to receive your emails and may be more inclined to buy what you're selling.

Thanks to GDPR, your contact list may be smaller, but a more refined list focuses on quality, not quantity, which could actually lead to greater selling success. After all, more targeted and engaged leads are much more likely to read these emails and become clients.

Once you have the list of prospects that do want to receive those emails, you can send them as many emails as you want, assuming they've opted in.

But, you should only be sending about one marketing email per week. Less is actually more when it comes to email campaigns, as prospects may get

frustrated if you're sending out more than one email per week and unsubscribe. After all, one of the top reasons people unsubscribe from mailing lists is because they are receiving too many emails. As we all know, receiving too many emails from one

sender feels spammy and can get annoying. Note that if you're sending out personalized emails to prospects in reference to specific information, you can reply to and send emails as needed based on your impending deal, not just once per week.

The segment below about the GDPR email element is contributed by our DPO Raphaël Buchard.



Raphaël Buchard



- 6 months at the EU Commission
- 5 years as IP / IT & Data Protection lawyer
- 4 months as advisor at Accor Hotel
- 2 years as a DPO trainer for Lamy
- Co-founder & CEO of Dipeeo

Your emails need these elements in order to be GDPR compliant

"We've already covered that to be compliant with Data Protection rules, you can only email prospects that have opted in. But what happens when prospects don't want to get these emails anymore? They need to be able to unsubscribe ("opt out"). According to Data Protection Rules, any person who wants to send a commercial email needs to make unsubscribing easy in their emails. Here are some examples of how you can word an unsubscribe button in your emails:

- Click here to unsubscribe.
- To stop receiving emails from us, click here.
- Tired of our emails? Unsubscribe here.
- Don't want to get our emails? Unsubscribe here.

You should never charge a fee for unsubscribing, and the option to do so should be clear.

We've stressed this repeatedly, it's best to send marketing emails to prospects that have opted in (and it's a must for B2C emails). Make it easy for prospects to opt-out via unsubscribe buttons (see above). Don't use pre-ticked boxes for opt-in, and always save proof of consent. This is extremely important because GDPR is based on accountability which means that companies have to demonstrate to supervising authorities that they are complying with GDPR provisions.

If you need to regain consent, do so, and give subscribers options for managing content they want to receive. Moreover, even if you have the consent to send a commercial email, you cannot use such consent ad vitam eternam.

After a few years, which are different between member states of the EU (e.g. 3 years in France), you have to gather the consent of individuals once more to continue such prospecting action.

Finally, you have to inform individuals about the processing of personal data done to do marketing actions within the email you sent.”

— *Raphaël Buchard*

What happens if prospects opt-out or unsubscribe?

If a prospect opts out of receiving your emails, don't stress. They probably weren't going to buy what you were selling anyway. Remember, it's best to email people that actually want to be reading your content and have a valid interest in your product.

When a prospect does opt-out, it's important to store their data in a specific opt out database for a few years (e.g. 5 years in France) to demonstrate that you are complying with the opt out obligation and stop sending them emails in order to comply with GDPR. It's best to do this within 48 hours or less. After a few years, you can then delete the personal data from your information system.

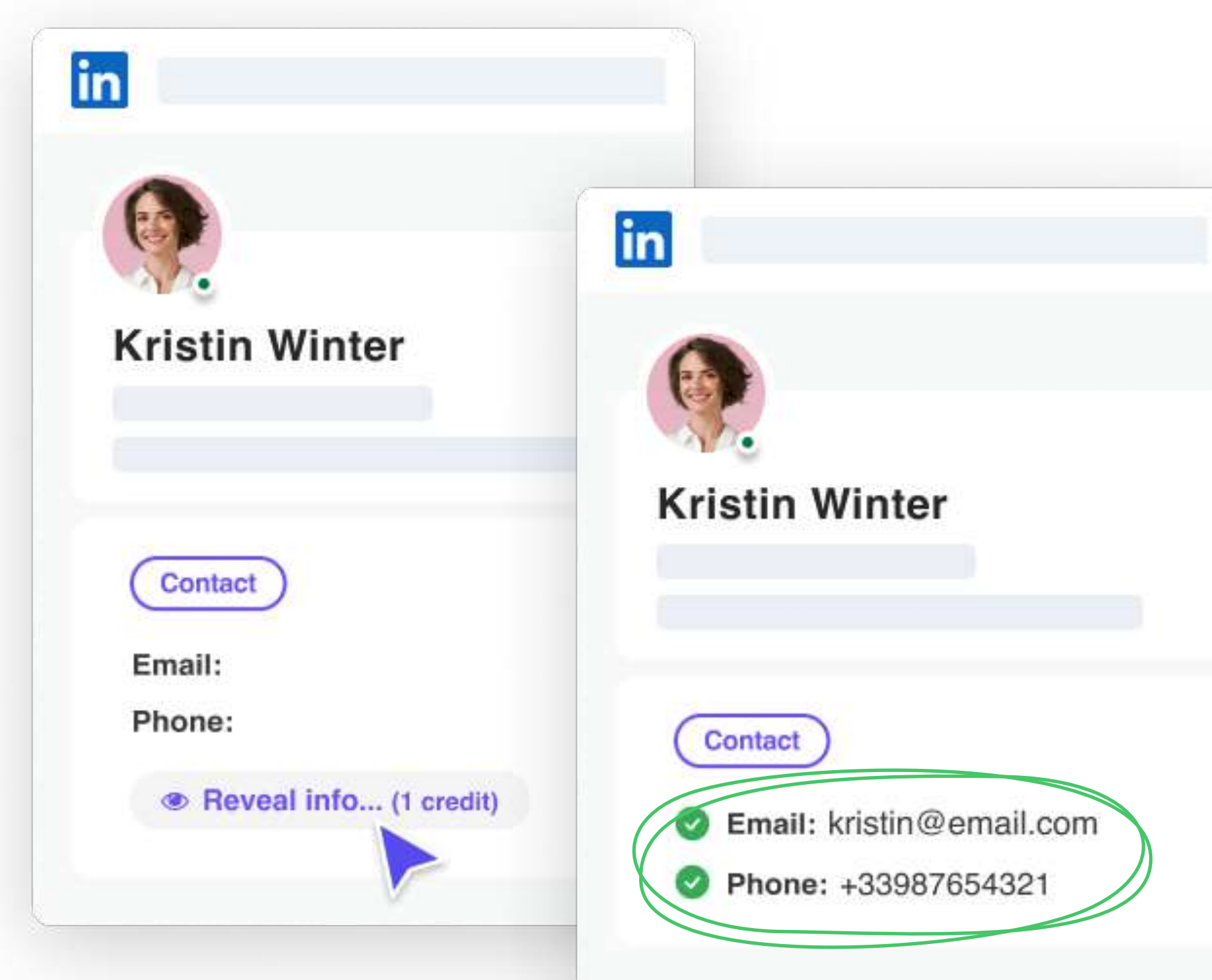
Attract qualified leads for your email marketing list without violating GDPR using Leadjet

Using Leadjet can help you find verified email addresses on LinkedIn and save them to your CRM hassle-free. It can take a while to source even one single email address on LinkedIn for a prospect and if you're sourcing several a day, this time can really add up. But, finding verified emails is important — as we suggested

earlier, quality contacts are the best kind to have because they'll show a valid interest in your product and won't unsubscribe to your emails.

You can link Leadjet with an email finder tool such as Dropcontact. Once on LinkedIn, Leadjet sends a prospect's information (name and company) to Dropcontact, which finds their current email (they don't work with a database, so emails are always current) and adds it directly to your CRM through Leadjet.

In fact, Leadjet integrates with several different email finder tools to help you search for prospects and build an accurate and relevant contact list easily and quickly. This information is available on your Leadjet dashboard under Tools & Apps. For more information on how to use Leadjet to find and save verified email addresses, [watch this video](#).



Send GDPR-compliant emails with ease — and get replies, too

Using the above information, you'll not only be able to curate and maintain a relevant mailing list of trusted contacts but also be able to send the right emails without violating GDPR regulations. Just make sure not to send too many emails, and always stop sending emails if requested from a contact in order to stay within Data Protection rules.

When emailing prospects with marketing emails, try not to sound too sales-ey, and stay relevant. Explain how your product can help a prospect, and be polite and professional, but as personal as possible. If you are emailing with a specific contact, make sure to focus specifically on that client, even if you're using a template. This encourages contacts to reply if they feel that you care about them.

For more information on managing your clients' data and GDPR-compliant templates, [click here](#).

Disclaimer

This article provides general advice and information about emailing within the GDPR sphere but is not official legal advice. Please contact your legal provider for specific information or legal issues.

6. The final GDPR for selling Chapter

We have finally reached the closing chapter of Leadjet's GDPR playbook. Hopefully you have learned a thing or two and been able to answer some of your questions along the way. From highlighting the top 10 things to know about prospecting in the GDPR era to providing GDPR friendly messaging templates, we did our best to integrate the sales process throughout every section of the playbook to provide you with actionable insights about the best GDPR practices.

Help Yourself to Help Your Prospects

We know GDPR can be intimidating or even seem trivial at times, but the more precautions you take, the safer you will be - so don't hesitate to refrain from sending out a certain email, purchasing a data list, or engaging in any other behavior that you are not sure is 100% compliant. By taking precautionary measures, you will not only protect yourself from legal prosecution, but you will also make it apparent to your prospects that you value their data and privacy and are making an active effort to protect them. They will appreciate your transparency and be more willing to interact with your company, product, or service in the future.

Here at Leadjet, we create our product and every new feature with GDPR at the forefront of our minds so that our clients can prospect in peace. We understand that a sales person's job

is very stressful and the last thing that you want to do is worry about using a tool that does not comply with GDPR. To eliminate this unnecessary stress, Leadjet has strictly followed guidelines in compliance with GDPR policies as well as LinkedIn and CRM guidelines so that you can add contacts and synchronize messages from LinkedIn to your CRM in 1-click.

Final Thoughts

In conclusion, GDPR is not black and white. You may have been surprised to learn that while it is perfectly valid to send out cold emails to a professional email address, it is illegal to send out cold emails to a personal address. There are so many small discrepancies like this that require a close attention to detail in order to avoid running into legal trouble.

For this reason, **we recommend that you seek legal counsel from a lawyer in the case that you have any specific questions.** Every company is different and consulting a DPO is the only foolproof solution. Thanks to **Raphaël Buchard**, Co-founder of **Dipeeo**, data privacy lawyer, and certified DPO for reviewing our playbook.

Once again, we appreciate you for reading our GDPR sales playbook and we wish you all the best in your daily prospecting (legally)!

*Ready to dive into Leadjet?
Start your free, 14-day trial today.*