



## Let's Get You Ready for the GDPR!

Online privacy is important to all of us, and it's particularly relevant today, with the implementation of the European Union's General Data Protection Regulation (GDPR). This new privacy regulation, applicable in the EU and to any business that has customers there, has a direct and immediate effect on how online businesses collect and store data.

### THE GDPR & HOW IT AFFECTS YOUR BUSINESS

The GDPR is the new law regulating how personal data (everything that can help identify a person) of individuals in the EU can be collected, used and processed.

According to the GDPR, mobile apps need to protect app users' privacy. This means app owners need to:

- 01** Get consent from customers to store personal data
- 02** Delete personal information on request
- 03** Allow customers to update their personal data
- 04** Inform customers on how their data is being processed
- 05** Provide copy of data to customers on request

## How We Help You Comply & Bring Value to Your Business

By showing your clients you meet these new regulations, you provide a safer, trust-building user experience to your potential customers.

### WE PROVIDE:



#### A Standard Privacy Policy to Boost App Transparency

The GDPR requires all mobile apps to inform users about the type of data the app collects and what this data is used for. We provide a standard privacy policy that can be customised with your business' specific details.



### Clear Distinguishable Consent on Personal Data That is Collected

According to the GDPR, app owners must get consent from users and customers before collecting data. To comply with this requirement, we have added new consent options when a user first uses the app.



### Personal Data Deletion

The GDPR requires that if an app user requests to have their personal data deleted, the app owner must do so without delay. All personal data that is collected via the app can be easily deleted.



### Rectifying Incorrect Personal Data

EU citizens can tell a company to correct any data they hold is wrong. App users who have shared their personal data can easily update their details from within the app settings.



### Copy of Personal Data Can Be Provided to Customers

According to GDPR, EU Citizens have the right to retain and reuse their personal data for their own purpose. This data can be exported from the dashboard and provided to customers when requested.



## Your GDPR Checklist

- ✓ Activate consent options within the dashboard
- ✓ Check privacy policy and update if required
- ✓ Ensure your app is on the latest source code
- ✓ Check the updated customer section in the dashboard