

# CHECKLIST FOR GDPR COMPLIANT COLD EMAILS

## BEFORE SENDING THE EMAIL

- research and target relevant people on basis of "legitimate interest"
- prepare answers to when, why and how their data was collected and processed
- collect only the data you need

## IN YOUR EMAIL INCLUDE

- a statement letting them know that you are processing their data
- an explanation on why they are on your prospect list
- easy opt-out options
- instructions on how to edit or have their data deleted

## AFTER SENDING THE EMAIL

- update and clean database regularly

OR, WE CAN DO ALL OF THIS FOR YOU

ALL MARKET REPUBLIC SERVICES ARE **GDPR COMPLIANT**

YET SIMPLY EFFECTIVE

WANT YOUR SALES TO GROW? **CONTACT US**



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