

conscious

brand, design & marketing for law firms

GDPR Consent Using MailChimp

*How to work with MailChimp to
manage your GDPR consent processes*

Prepared by
Bryony Cole (Product Manager)

Conscious Solutions Limited
Royal London Buildings
42-46 Baldwin Street, Bristol, BS1 1PN
Tel: 0117 325 0200
Email: sales@conscious.co.uk
Web: <https://www.conscious.co.uk>



Table of Contents

1	Overview	3
2	Pricing	3
2.1	Campaign Management and Creation.....	3
2.2	MailChimp Account.....	3
2.3	Extras	3
3	The Process	4
3.1	GDPR Status.....	4
3.2	Opt In Request Email	5
3.3	Reminders	6
3.4	No Response.....	7
4	Multiple Lists vs. Groups	7
5	Website Subscription Form	8
5.1	Double Opt In Process	8
6	Newsletter Templates & MailChimp Training	10
7	Assets Required	10

1 Overview

It seems everyone is busy preparing for GDPR to come into force on the 25 May 2018. One key aspect to be affected will be your email marketing.

The law is open to interpretation, particularly when it comes to claiming a “Legitimate Interest” (download our guide [GDPR – An Impact Assessment for Websites](#) to find out more), but it is certainly clear that you need to contact everyone on your current newsletter mailing list and ask them to “opt in” to continue receiving your emails.

However, one word of warning - it’s very important that you do not cast your net too widely. Firms like Flybe have recently received large fines from the Information Commissioner’s Office (ICO) simply because they emailed all their customers with a GDPR opt-in request without first removing those who had already requested an opted out – that was the mistake and the reason for their fine.

If you are not using MailChimp on a regular basis that’s not a problem – we can still use the service to help build your permission-based lists. Once done, you can either continue to use MailChimp for your marketing or simply export the cleaned list for use in your own systems.

2 Pricing

2.1 Campaign Management and Creation

£1,000 includes initial campaign using standard templates, reminder emails, final cleaning of the list and an embedded sign-up form on your website.

2.2 MailChimp Account

The cost of MailChimp is based on the number of subscribers on your mailing list. It is free up to 2,000 then the cost is monthly. For 5,000 email addresses, the cost is around \$50 a month.

2.3 Extras

Sign-up options integrated on contact forms – POA

Bespoke templates for this or future marketing campaigns – POA

All prices are subject to VAT at the prevailing rate

3 The Process

3.1 GDPR Status

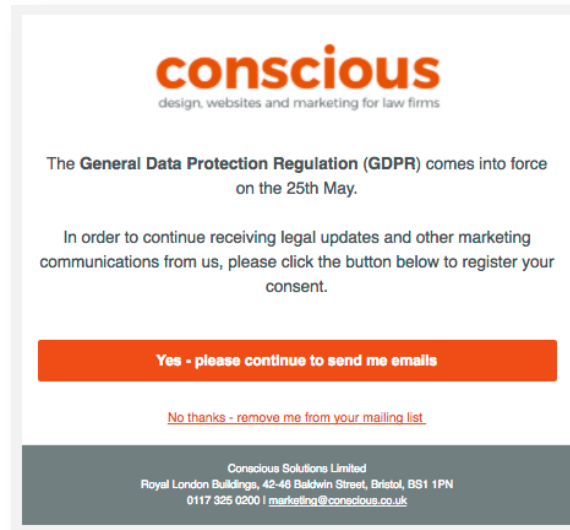
On your contact list in MailChimp we will set up a new field called GDPR status which we will use to track the process.

Status	Description
- blank -	No action taken
Requested	A request for opt-in (i.e. consent) has been sent to the User
Confirmed	Consent has been obtained
Reminder 1	The user did not respond to the first request for consent – a reminder email has been sent
No Response	No response was obtained from the user
Legitimate Interest	Use with extreme caution, but can be set to circumvent the normal consent process

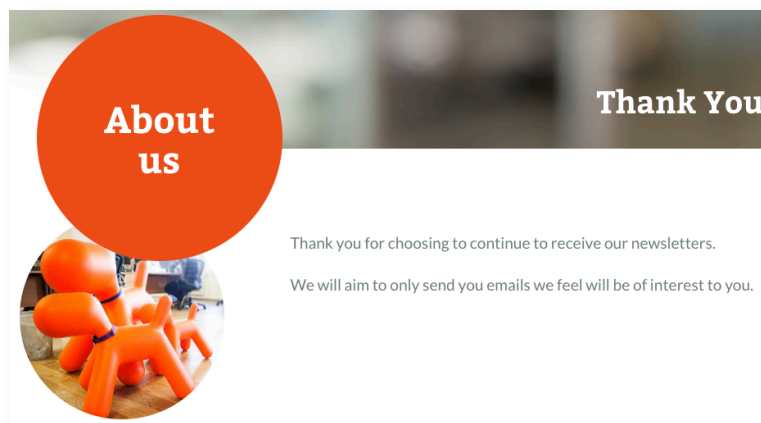
If you don't currently use Mailchimp you will need to supply us with a spreadsheet of your contacts. We will set up a list with the GDPR field and import your contacts to this.

3.2 Opt In Request Email

We will send out a simple email in your branding to everyone on the list, asking them to opt in to continue to receive your emails. The text on this email can be amended as you choose.



If a client chooses to opt in they will be taken to a page on the website.



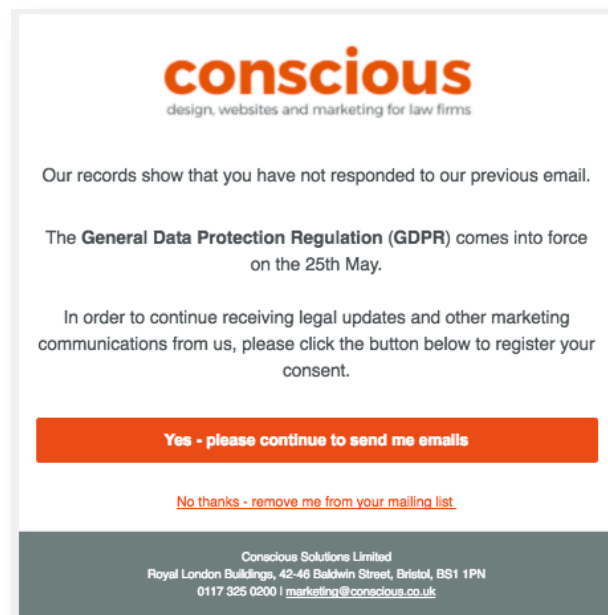
They will also receive an email in the same style of the original with the same wording. The text on the webpage and email can be amended as you choose.



Their GDPR status flag will be automatically changed to Confirmed.

3.3 Reminders

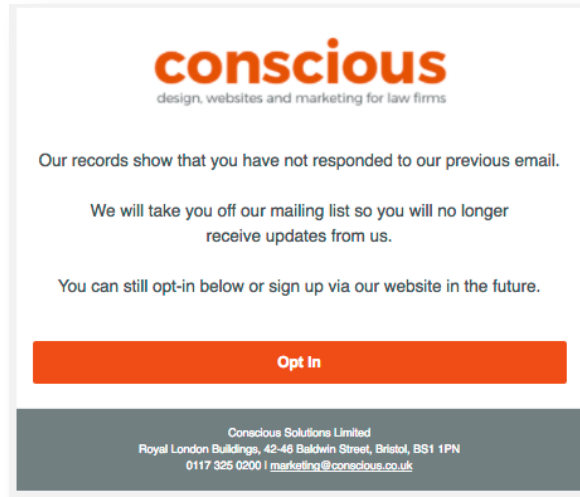
After one week if the client has not clicked one of the options in the original email, a reminder will be sent automatically.



The GDPR Status flag will also be changed to “Reminder”

3.4 No Response

After a further week, if the client has still not chosen an option, they will be sent an email stating they will now be removed from the mailing list



We will wait another week to allow anyone to respond to this email. We will then mark anyone with a GDPR status of “No Response “ and flag them as unsubscribed. If you do not intend to carry on using MailChimp we will export the cleaned list and supply it as a CSV file.

4 Multiple Lists vs. Groups

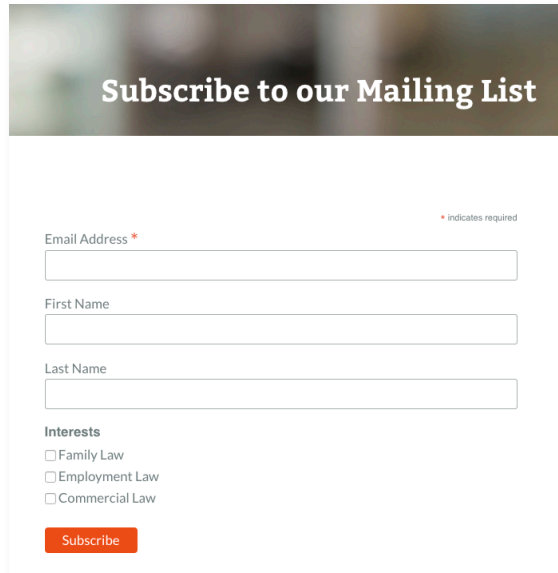
If you have multiple lists for different types of newsletters, we recommend using MailChimp’s Group feature. This involves creating one master list but flagging contacts as interested in different topics. You can then target a newsletter to just those with a particular interest.

This makes the list management a lot simpler for both you and clients as you only need to ask them to opt in to the overall list. Using Groups in this way also helps reduce costs as MailChimp charges per subscriber per list. If the same email address appears on two lists this counts as two subscribers. By having only one list you avoid paying for someone twice.

These topics can be added to a sign-up form so any new subscribers can register the areas they are interested in.

5 Website Subscription Form

As part of the MailChimp package we can set up a newsletter sign up form on your site. This will add new contacts directly to your list using a double opt in process.



Subscribe to our Mailing List

Email Address * * indicates required

First Name

Last Name

Interests

Family Law

Employment Law

Commercial Law

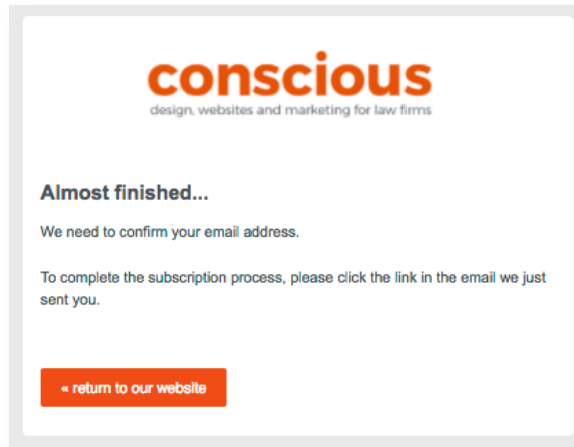
Subscribe

If you want to add a sign-up option to all contact forms, MailChimp does have an API we can use to ensure the subscriber data is passed to the list in the same way as the embedded form, however this will require custom work.

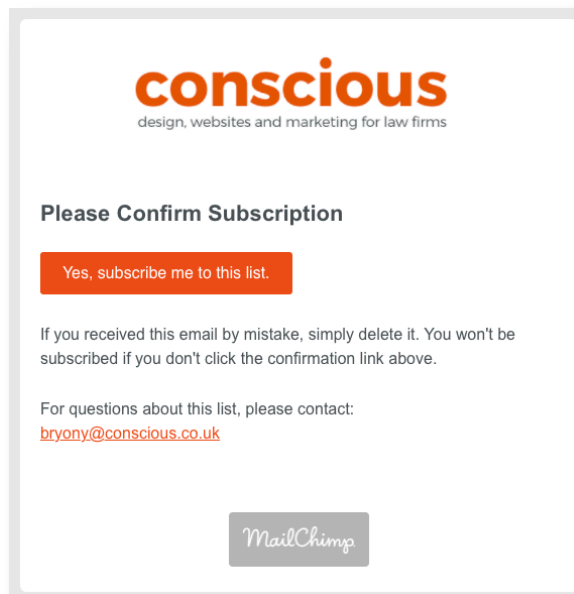
5.1 Double Opt In Process

When the client has submitted the form, they will receive an email with a link they need to click before they are added to the list. This proves that the person who fills in the form is connected to the email address.

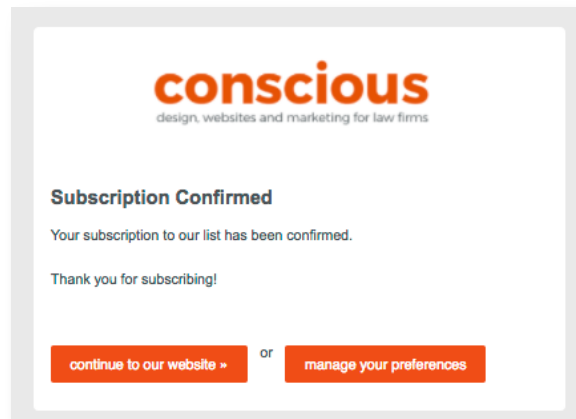
Initial page after filling in subscription form (wording can be amended)



Email to confirm (wording can be amended)



Final thank you page (wording can be amended)



6 Newsletter Templates & MailChimp Training

If you haven't been using MailChimp but have decided to use it going forward we can design templates to suit your needs and show you how to use them. We can also provide structured training for anyone needing to use MailChimp on a regular basis. Speak to your Account Manager about your requirements.

Alternatively, you can continue to use MailChimp to manage your subscriptions but send emails from your own system. Speak to Andrew Gray to discuss how MailChimp can work directly with your CRM.

7 Assets Required

- **MailChimp login details** – If you don't have an account please set one up using your details and call us with the username and password plus any security information.
- **Target list/s** - Please DO NOT email anyone who has previously unsubscribed from any of your email marketing. If you have multiple lists we can merge them in MailChimp.
- **FROM: name and email address** – To appear on the Opt In Request email
- **Any amends to the standard wording** – We will send a test campaign so you can go through the process as a client would.