GDPR: Compliant authorization management

What is GDPR ?

General Data Protection Regulation defines precisely what is a personal data and the various roles every entity handling or porcessing them has.

You can find the official SecuTix page and cheatsheet by clicking on this link : GDPR

The authorizations we have in SecuTix ?

There are 7 fields in SecuTix attached to authorization management :

Legal information section in the contact sheet

- Accept communication from institution by email
- Accept transmission of elec. coordinates to third parties
- Accept communication from partners

Communication section in the contact sheet

- SMS MMS
- Telephone
- Email (will be soon depracated)
- Letter

In green : fields that will impact the way SAM in filtering contacts for you in respect of GDPR rules

The touch points you need to GDPR check ?

The sales channel/features you should consider when talking about communication authorizations :

- Online sales channels (B2C, B2B, ...)
- Backoffice sales channel (Box office,
- etc...) SAM

Note: A new "Double opt-in" option has just been implemented which will require a contact to confirm their authorization for the property.

From August 15, 2023, we will enable double opt-in for all newsletter subscription forms. Double opt-in requires recipients to confirm their subscription to your newsletter by responding to a verification email.

Please see this page to adapt to your SAM campaign

What to do to have clean authorization management ?

Having a clean authorizations management means that you users are able to set and update the authorization you need to do your marketing. In 90% of the cases (as most of the marketing campaigns are done through emails) you need to make sure the following authorization is displayed on the touch points you have with your customers :

• Accept communication from institution by email : By ticking this authorization the customer confirms accepting to receive communications from your institution by email.

Summary	General	Marketing	Management	Notes	Ac
Campaign		Please select	T		
Mode of knowledge		Please select	-		
Communic	ation				
Canal de communication préféré		Please select	*		
SMS_MMS		🎯 yes 🔘 no	1		
Telephone		💿 yes 🔘 no			
EMail		💿 yes 🔘 no			
Letter		💿 yes 🔘 no			
Bounce status		Please select			
Legal info	rmation				٦
Accept commu	nication from in	stitution by email		💿 yes 🔘	no
Accepts transmission of elec. coordinates to third parties			l parties	💿 yes 🔘	no
Accept commu	nication from o	ne partner		💿 yes 🕥	no

Authorisation
We do not use or communicate your personal data
I would like to receive all the latest news and h
events calendar, ticket sales alerts, new produ
I accept
I would like to receive exclusive offers by SMS.
I accept
I

Standard authorization setup in the marketing tab of the contact sheet.

Standard authorization setup in the marketing tab of the profile page on the Ticketshop.

Please make sure the wording you choose in the online version of your authorization cleary states to the customers the email communication channel and the purpose of this authorization

How SAM handles the authorization checks ?

Here are the rules applied by SAM for filtering out automatically the contacts regarding the SAM campaigns

The overall rule			
 Contacts are only excluded in the context of a given campaign. Contacts meeting a target are automatically filtered out in the context of a given campaign if following conditions are met: 			
The type of the campaign is different from "Information directly related to a contact's purchase or reservation"			
AND (
Accept communication from institution by email authorization is set to false or not set			
OR (campaign communication channel is Email and authorization EMAIL is set to false or not set) (soon to be depracated)			
OR (campaign communication channel is Letter and authorization LETTER is set to false or not set)			
OR (campaign communication channel is Phone Call and authorization PHONE is set to false or not set)			
OR (campaign communication channel is SMS and authorization SMS_MMS is set to false or not set)			
• When doing an Advantage channel campaign : there is no filtering			

How can I choose which authorizations are displayed to the end-user ?

Online

A. Setup the authorization that will be displayed in the B2C register form online

, 1					
🤣 Initialisation	☆ Organisations				
Institution parameters 🕢 —	- a organisations				
Institution characteristics	Status visible v				
Organisations Sect categories	+ NEW - DELETE INVALIDATE				
★ Payment Methods					
Delivery Zones	INTERVIRU INVIRE CUDE III ANT CANDUALE SAILE AS INSTITUTION CUTACIS. CONFICI-T				
★ Shipment Modes					
★ Sales Channels	Corganisation > The Cube, Center of Arts (CUBE) - Mazilla Firefox — 🗌 🗙				
★ Contingents	🛈 🗎 https://cube.intl-possecutix.com/tnin/institution/editOrganization.htm?refList=stx_OrganizationList&entid=16261&readonly=false&actior				
Document types	rest little rest little rest				
Documents to send	A Operanization of The Opher Content of Ante				
Validation	Characteristics				
Overheads 🕢	Screen configuration 3 Screen name * B2C register page v Sales channel * Default for organization v				
Overheads Overheads Tables	Access control parameters				
Validation					
Rates definition	+ ADD MISSING CONFIG - REMOVE SPECIFIC CONFIG				
VAT Rates	CODEEN NAME CODEEN BADT SCIDEEN BEID EEID ODDIB VALUE				
Exchange rates	BEC INTERNET CONTACT FORM address True ^				
Pre-parameter	4 B2C_INTERNET_CONTACT_FORM autorisations TRUE				
Lists of values	B2C_INTERNET_CONTACT_FORM Content screen config (CUBE) - Mazilla Firefox				
Validation	B2_NTERNET_CONTACT_FORM				
	B2C_INTERNET_CONTACT_FORM				
	B2C_INTERNET_CONTACT_FORM				
	B2C_MTERNET_CONTACT_FORM Internet screen config				
	B2C_INTERNET_CONTACT_FORM				
	B2C_INTERNET_CONTACT_FORM Screen Dame com security model holds ScreenDiameEnumB2C_INTERNET_CONTACT_FORM				
	B2C_INTERNET_CONTACT_FORM				
	B2C_INTERVIE_CONTACT_FORM				
	BC, MI Exect J-Down				
	Value * TRUE S				
	Number of fems: 26 Rank * 40				
Initialisation					
💡 Venue					
🧕 Operators					
🄅 Tools					

B. Online corresponding Point of sale, select the authorization you want to be displayed



Quick contact creation form

A. Setup the authorization that will be displayed in the contact creation form on boxoffice



Strict GDPR activation

SecuTix can work in 2 ways depending on the "Apply strict GDPR" parameter value you have set for the corresponding institution (this parameter can be change in Elcaadmin).

Filtering rule when Apply strict GDPR = true

- Contacts are only excluded in the context of a given campaign.
- · Contacts meeting a target are automatically filtered out in the context of a given campaign if following conditions are met:

The type of the campaign is different from "Information directly related to a contact's purchase or reservation"

AND (

Accept communication from institution by email authorization is set to false or not set

OR (campaign communication channel is **Email** and authorization EMAIL is set to false or not set) (soon to be depracated)

OR (campaign communication channel is Letter and authorization LETTER is set to false or not set)

OR (campaign communication channel is Phone Call and authorization PHONE is set to false or not set)

OR (campaign communication channel is SMS and authorization SMS_MMS is set to false or not set)

• When doing an Advantage channel campaign : there is no filtering

Filtering rule when Apply strict GDPR = false

- Contacts are only excluded in the context of a given campaign.
- Contacts meeting a target are automatically filtered out in the context of a given campaign if following conditions are met:

The type of the campaign is different from "Information directly related to a contact's purchase or reservation"

AND (

Accept communication from institution by email authorization is set to false

OR (campaign communication channel is Email and authorization EMAIL is set to false) (soon to be depracated)

OR (campaign communication channel is Letter and authorization LETTER is set to false)

OR (campaign communication channel is Phone Call and authorization PHONE is set to false)

OR (campaign communication channel is SMS and authorization SMS_MMS is set to false)

When doing an Advantage channel campaign : there is no filtering