

# 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 processing 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 \(will be soon deprecated\)](#)
- [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.

The screenshot shows the 'Marketing' tab in the SecuTix interface. It includes fields for 'Campaign' and 'Mode of knowledge', both with 'Please select...' dropdowns. Below these is the 'Communication' section with a 'Canal de communication préféré' dropdown. A green box highlights the communication options: 'SMS\_MMS', 'Telephone', 'Email', and 'Letter', each with 'yes' and 'no' radio buttons. Another green box highlights the 'Legal information' section, which contains three checkboxes: 'Accept communication from institution by email', 'Accepts transmission of elec. coordinates to third parties', and 'Accept communication from one partner', each with 'yes' and 'no' radio buttons.

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

The screenshot shows a standard authorization setup form. It has a title 'Authorisation' and a subtitle 'We do not use or communicate your personal data'. The form contains three sections, each with a statement and two radio buttons: 'I accept' and 'I refuse'. The first section states 'I would like to receive all the latest news and h events calendar, ticket sales alerts, new produ'. The second section states 'I would like to receive exclusive offers by SMS.'. The third section states 'I accept that my details be transmitted to third'. Each section has 'I accept' and 'I refuse' radio buttons.

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 clearly 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 deprecated**)

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

The screenshot displays the Secutix system interface for managing organizations and their configurations. The main menu on the left includes sections for 'Initialisation', 'Institution parameters', 'Overheads', 'Rates definition', and 'Pre-parameter'. The 'Organisations' section is highlighted with a green circle (1). The 'Screen configuration' section is also highlighted with a green circle (3).

The 'Organisations' table shows the following data:

INTERNAL NAME	CODE	MAIN LANGUAGE	SAME AS INSTITUTION	CONTACTS	CURRENCY
The Cube, Center of Arts	CUBE	French	yes	Centralised	Euro (EUR)

The 'Organisation > The Cube, Center of Arts' page shows the 'Screen configuration' section with a green circle (4) next to the 'B2C INTERNET\_CONTACT\_FORM' screen. The 'Access control parameters' section shows a table with the following data:

SCREEN NAME	SCREEN PART	SCREEN FIELD	FIELD GROUP	VALUE
B2C INTERNET_CONTACT_FORM	address			TRUE
B2C INTERNET_CONTACT_FORM	authorisations			TRUE

The 'Internet screen config' page shows the 'Screen name' field set to 'com.secutex.model.tools.ScreenNameEnum/B2C\_INTERNET\_CONTACT\_FORM' and the 'Screen part' field set to 'com.secutex.model.tools.ScreenPartEnum/authorisations'. The 'Field group' field is set to 'Value' and the 'Value' field is set to 'TRUE' (highlighted with a green circle (5)). The 'Rank' field is set to '40'.

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

**Sales Channels**

Organisation characteristic  
Characteristics  
Administrative Numbers

Organisation parameters  
★ Sales Channels (1)

Workstations  
Contingents  
Shipment Fees  
Documents to send  
Distribution media  
Predefined remarks  
Invoice ranges  
Questions  
Ticket logo  
Seasons  
Validation

Season parameters  
★ Tariffs  
Comfort variables  
Price levels  
Rate Types  
Product types  
Sales price component  
Charges  
Sub-topics  
Activities  
Validation

Initialisation  
Venue  
Catalogue  
Operators  
Goods  
Tools  
Contact  
Audience Management  
Data AnalyTix  
Sales Management  
Resources

**Sales Channel > Internet B2C**

Internal name: [ ] State: All Status: visible [x] Display SecuTix points of sale

+ NEW - DELETE - INVALIDATE - ACTIVATE - SUSPEND - DUPLICATE

INTERNAL NAME	CODE	NO	WORKSTATION	STATE	STATUS
Internet B2C	B2C	1		Running	Visible

Characteristics  
Points of sale (3)  
Overheads grids  
Storefront  
Default charges  
From the sales channel  
Sales parameters  
Charges tables  
Sales calendars  
Activity profiles  
Product profiles

Internet B2C (2)

INTERNAL NAME	CODE	NO	WORKSTATION	STATE	STATUS
Internet B2C (L)	B2C_L	yes			
Internet B2C (S)	B2C_S	yes			
Internet B2C - Custom	B2C_C	yes			
Internet B2C - Salesforce	B2C_SF	yes			
Internet B2C - Special	B2CLand	yes			
Internet Groupes	B2B	yes			
Internet Groupes (L)	B2B_L	yes			
Internet Groupes (S)	B2B_S	yes			

Number of items: 28

**Contact characteristics**

Characteristics  
Internet theme  
Main navigation  
Social network  
Mobile Applications  
iBeacons configuration  
Contact characteristics (5)

What topics interest you most in life?(mandatory)  
I would like to subscribe to the newsletter(optional)

Marketing authorisations  
All marketing authorisations activated for internet  
Select marketing authorisations

Non-selected authorisation  
Email

Selected authorisation  
Accept communication from institution  
SMS\_MMS  
Accepts transmission of elec. coordinates to third p (6)

## Quick contact creation form

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

Initialisation

Institution parameters

Institution characteristics

Organisations

Seat categories

Payment Methods

Delivery Zones

Shipment Modes

Sales Channels

Contingents

Topics

Document types

Documents to send

Validation

Overheads

Overheads Tables

Validation

Rates definition

VAT Rates

Exchange rates

Validation

Pre-parameter

Lists of values

Validation

Initialisation

Venue

Operators

Tools

Organisations

Status: visible

NEW

DELETE

INVALIDATE

INTERNAL NAME	CODE	MAIN LANGUAGE	SAME AS INSTITUTION	CONTACTS	CURRENCY
The Cube, Center of Arts	CUBE	French	yes	Centralised	Euro (EUR)

Organisation > The Cube, Center of Arts

Screen configuration

Access control parameters

Screen name: Contact creation form

Sales channel: Default for organization

SEARCH

CLEAR

ADD MISSING CONFIG

REMOVE SPECIFIC CONFIG

SCREEN NAME	SCREEN PART	SCREEN FIELD	FIELD GROUP	VALUE
CONTACT_CREATION_FORM	address			TRUE
CONTACT_CREATION_FORM	profile	create_internet_account		TRUE_CHECK
CONTACT_CREATION_FORM	profile	birthday		NOT_VISIBLE
CONTACT_CREATION_FORM	profile	legal_info		TRUE
CONTACT_CREATION_FORM				
CONTACT_CREATION_FORM				

Internet screen config (CUBE)

Screen name: com.secutix.model.tools.ScreenNameEnum/CONTACT\_CREATION\_FORM

Screen part: com.secutix.model.tools.ScreenPartEnum/profile

Screen field: com.secutix.model.tools.ScreenFieldEnum/legal\_info

Field group:

Value: TRUE

Rank: 1



## 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

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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 deprecated*)

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