

TOLERANT Marketing Permission Management (MPM)

Manage your customers' permission efficiently and securely.



Permission marketing is all about consent

Would you like to send a newsletter? Contact customers by phone? First of all you need the approval of your customers. You need this permission to contact them not only for direct contact, but also if you want to collect and evaluate data. You want to use a data analysis to find out which product recommendation is promising or when is the best time to buy? You are not allowed to collect the data without the permission from your customer.

Obtaining a declaration of consent from the customer

So-called permission marketing comprises various variants of consent. The easiest and best known is the double opt-in procedure, with which interested customers confirm that they would like to receive a newsletter. Each newsletter must also contain a notice or link to unsubscribe. Further customer contacts are not permitted on this basis.

The new requirements of the General Data Protection Regulation on the handling of consents

Since May 2018 the new General Data Protection Regulation has been in force. This makes clear demands for the handling of consents:

Art. 7 GDPR Conditions for consent:

- (1) Where processing is based on consent, the **controller shall be able to demonstrate** that the data subject has **consented to processing** of his or her personal data.
- (2) If the data subject's consent is given in the context of a written declaration which also concerns other matters, the request for consent shall **be presented in a manner which is clearly distinguishable** from the other matters, in an intelligible and **easily accessible form**, using clear and plain language. Any part of such a declaration which constitutes an infringement of this regulation shall not be binding.
- (3) The data subject shall have the **right to withdraw his or her consent at any time**. The withdrawal of consent shall not affect the lawfulness of processing based on consent before its withdrawal. Prior to giving consent, the data subject shall be informed thereof. **It shall be as easy to withdraw as to give consent.**
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With TOLERANT Marketing Permission Management (MPM), you can manage all necessary consents, explanatory texts and approval options clearly and quickly accessible – in all required languages if required.

Marketing permission = Customer approval



Get your customers' approval – complete

With TOLERANT MPM you know exactly who has already agreed to the marketing contact and who has not. And therefore only appeal again to those customers who have not yet made up their minds.

Reliably implement customer decisions

TOLERANT MPM will inform you whether the customer's consent is required for contact, data sharing or data use. If the customer changes his mind, you can immediately and comprehensively consider this – e.g. if customers demand a complete stop of all further advertising.

On request you can prove your consent without gap

Your customer requests information about the use of his data? According to the Federal Data Protection Act and the EU Basic Data Protection Regulation, you are obliged to provide this proof. With TOLERANT MPM, documentation is simple and seamless. This enables you to quickly and clearly provide information about the sources of the data, the consents obtained and the use and further processing of the data.

TOLERANT MPM is an important tool for modern and successful Omni-Channel-Marketing

With TOLERANT MPM's approval management, the complete recording and application of marketing permissions is simple, fast and clear.

Transparent administration of all consents

You can see at a glance which customers have agreed to a marketing contact. Consents are matched with your customer base and can be linked to marketing campaigns.

Legally compliant marketing

Evidence of the use of personal data within the meaning of Art. 7 para. 1 GDPR, taking into account the Federal Data Protection Act and, since 2018, the General Data Protection Regulation (EU-GDPR).

Effectively collect missing consent forms

Since you can see which approvals are available, you can effectively and purposefully collect missing approvals from various contact points and avoid unnecessary duplicate surveys of your customers.

International and within the European Union

As an international solution, TOLERANT MPM manages explanatory texts and approval options in all required languages.