

## Data regulatory marketing outline



Type of marketing	GDPR lawful basis**	Opt-in consent required?	Opt-out offered at data collection?	Opt-out offered in subsequent communications?
<b>B2C marketing</b>				
<b>Postal</b>	Legitimate interests	No	Yes	Yes
<b>Telephone marketing – automated calls</b>	Legitimate interests or consent	Yes	No (as opt-in required)	Yes
<b>Telephone marketing – live calls</b>	Legitimate interests	No (but must screen against Telephone Preference Service)	Yes	Yes
<b>Email/text marketing – soft opt-in applies</b>	Legitimate interests	No	Yes	Yes
<b>Email/text marketing – soft opt-in does not apply</b>	Legitimate interests or consent	Yes	No (as opt-in required)	Yes
<b>B2B marketing</b>				
<b>Sole traders and unlimited partnerships</b>	As for B2C marketing above			
<b>Limited company email marketing – first party email address (e.g. joe.bloggs@abclimited.com)</b>	Legitimate interests	No	Yes	Yes
<b>Limited company email marketing – generic email address (e.g. info@abclimited.com)</b>	Not required	No	No	No (but best practice to do so)

\*\* Check to be sure your marketing satisfies the legitimate interests "balancing" test