GDPR update

What is GDPR?

The European General Data Protection Regulation (GDPR) is a new piece of legislation which amends the existing Data Protection Act 1998, changing the law around how organisations can process the personal information of customers. It comes into force on 25 May 2018.

Any company that processes personal data must comply with the new legislation. Personal data is defined as any data relating to an identified or identifiable person.

As with existing data protection laws, real estate agents will need to ensure their own compliance.

You can read more about GDPR here https://advantage.zpg.co.uk/gdpr-update/

The content of this article is not legal advice. You should consult a legal advisor on your GDPR responsibilities.

What does GDPR mean for agents using ZPG software?

Estate and letting agents who use ZPG's software products (Alto, Jupix, Expert Agent, CFPwinMan SDB, VebraLive and EncoreLive) will see updates which will help them to comply with the new law. A summary of these changes is set out below.

Consent to data processing

Recording marketing consents

Our software will help you record and demonstrate client (data subject) consent to receive marketing communications by using a consent field. This will enable you to record either 'Consent Given' or 'Consent Denied'. It will record who set the status of this field and the date. Separate consent fields will be supplied for general marketing and property matching to allow you to record and manage specific consents for your most important communications.

Managing existing databases

As controller of the personal data in your existing databases, it's your responsibility to decide how to process this data. To facilitate whatever path you decide to take, we're adding features that give maximum flexibility, including the following options:

- Exclude clients from communications until you have recorded their explicit consent
- Include an unsubscribe link in all your marketing emails

Data retention and removal

Removing data

To help you comply with your data minimisation obligations, to respond to requests from data subjects to restrict processing of personal data and to enable you to respond to data subjects' "right to be forgotten", we're adding an individual deletion function to respond to individual requests and a bulk deletion function to assist you in identifying records that are no longer necessary to retain in relation to the purpose for which they were created.

Retaining data

To help you manage your legal obligations to retain some records containing personal data, we are adding a feature that allows you to stop deletion of personal data in some situations in which retention is legally required (although you will still be responsible for which data you retain and which data you delete).

Subject access requests and portability

To respond to requests from data subjects for portable extracts of all personal information you hold about them, we'll provide a feature that enables you to easily extract all the necessary information in an accessible format. This will also help you to respond to data subject access requests.

For further information and advice

ICO website
www.ico.org.uk

ICO helpline
0303 123 1113