



**Kentico**



**Quick start guide**

**GDPR.**

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# What is GDPR?

GDPR is an acronym for General Data Protection Regulation. It came into effect in May 2018 to create a uniformed approach to data protection. The whole point of GDPR is to protect personal data by giving individuals control of how their data is stored, what is done with it, and who collects it. It's all about recognizing that personal data belongs to individuals, not companies.

## Why do I need to be GDPR compliant?

In today's world, it is highly important to protect personal information and keep it secure. By complying with GDPR, you show that you respect your customer's personal data and that you are careful about how you handle it. GDPR compliance has a huge impact on customer engagement and company reputation as it demonstrates responsibility, transparency, and honesty on your side.

Moreover, failure to comply with this regulation can lead to a fine of €20M or 4% of total global annual turnover, whichever is greater.

## Who needs to be GDPR compliant?

GDPR applies to any company established in the EU that processes personal data, regardless of where the data is processed. However, it also applies to companies outside the region that monitor the behavior of people within the EU and/or offer goods or services there.

## What should I do now?

- Review how you seek, record, and manage personal information.
- Have a look at your current privacy notices and make it as transparent, simple, and readable as possible.
- Ensure individuals are always informed when and how their data is being processed/used and by whom.
- Give individuals access to their personal data upon request—to view it, withdraw consents, or erase their data completely.
- Make sure your online forms and especially the consent options are clear enough so individuals know what will happen with the data they provided.

## What role does a DXP play in this?

Having a digital experience platform (DXP) that is GDPR-ready can help you a great deal when it comes to GDPR compliance. It should be quick and easy to respond to users' requests to view, update, or erase information. In case of inspection, your platform should also give you a complete history of consent.

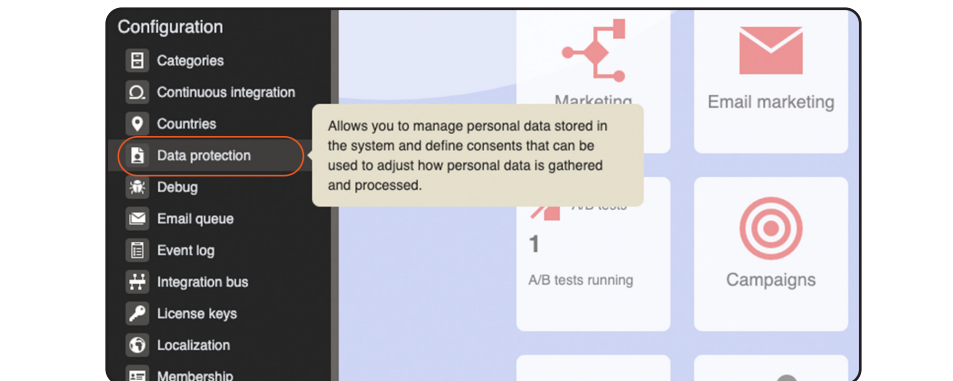
## Top resources

[GDPR Compliance](#)

[4 Things to be aware of when dealing with GDPR](#)

## Kentico Xperience 13.

Kentico Xperience 13 provides functionality that facilitates compliance with GDPR and other regulations, such as the Cookie law.



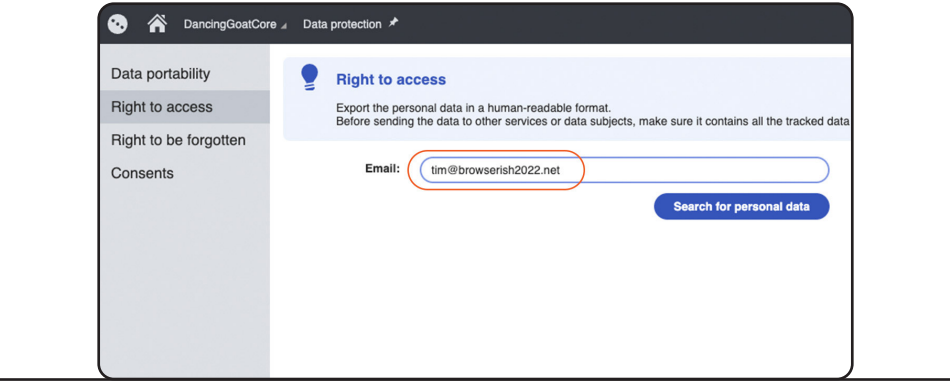
To work with personal data and consents you will open the **Data protection** application under the **Configuration** category.



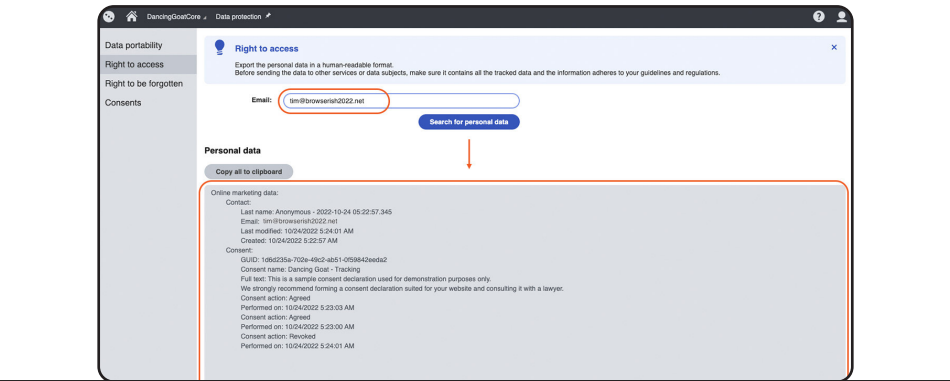
# Right to access

Under the GDPR, subjects may request a copy of all the personal data you hold on them.

If you need to provide stored personal data to a data subject, click the **Right to access** tab in the data protection application. By default, the page allows you to search for an email address of the data subject.



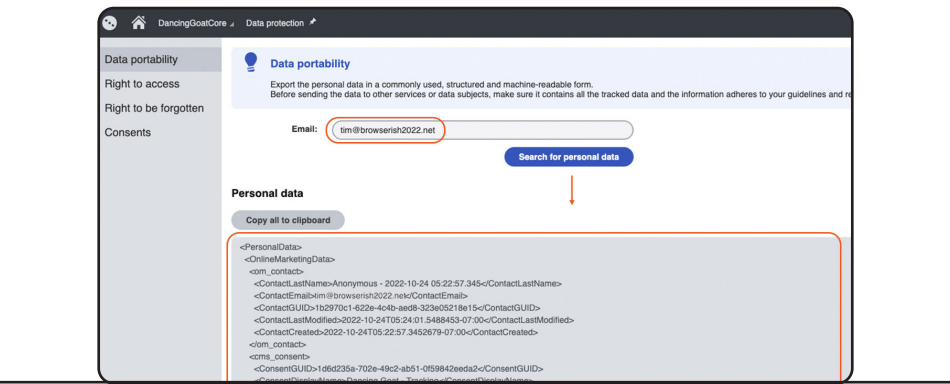
The system displays the data below as human-readable text.



# Data portability

You may also be asked to provide the data in a machine-readable format (such as XML). There may be various reasons behind this, e.g., the data subject wants to transfer their personal data to an external system or application.

To provide the data in machine-readable format, click the Data portability tab and enter the identifier of the data subject. By default, the system will request an email address.

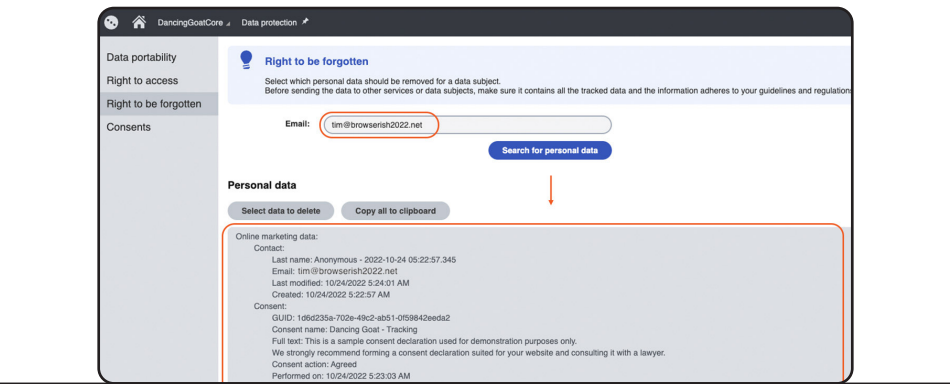


# Right to be forgotten

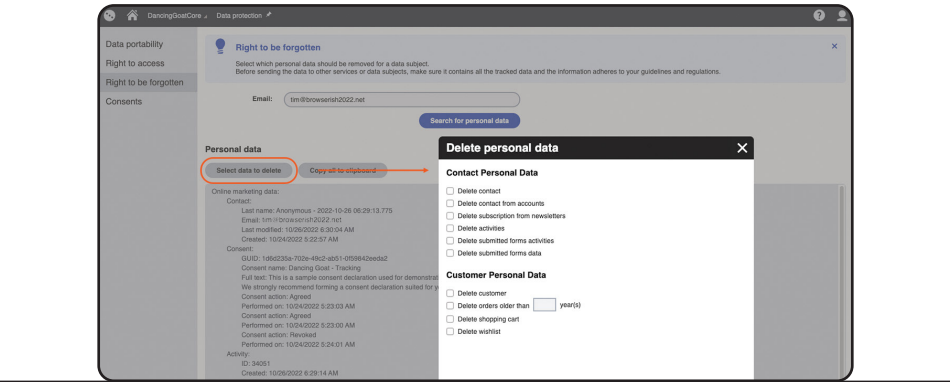
Under the GDPR, subjects have the right to demand that you erase all personal data you have about them.

In order to delete the data about a user, click the **Right to be forgotten** tab.

Next, fill in the input to identify the user whose personal data you wish to delete and click **Search for personal data**.



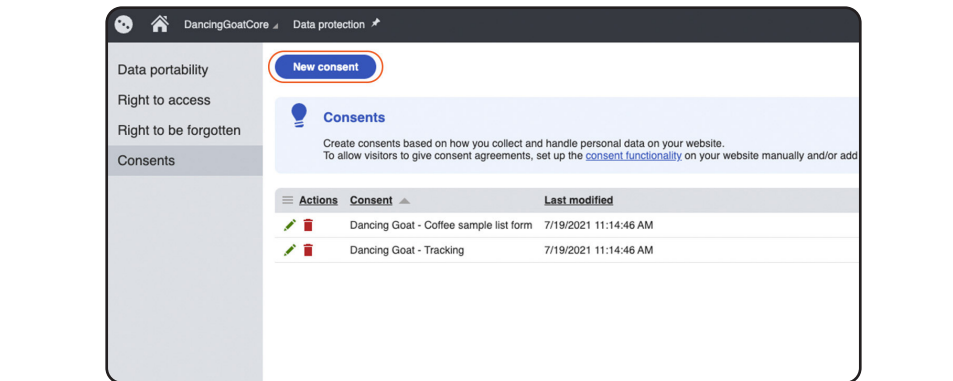
Click **Select data to delete** and tick the boxes for the data you wish to delete. This is here because some situations will require you to delete only part of the data and keep the rest (legal reasons, public interest, etc.).



# Consents

Whenever any personal data is obtained, it is necessary to have a consent agreement from the visitor to legally process this data. Only this way we can ensure the individual consents with something they understand and of which they know the consequences.

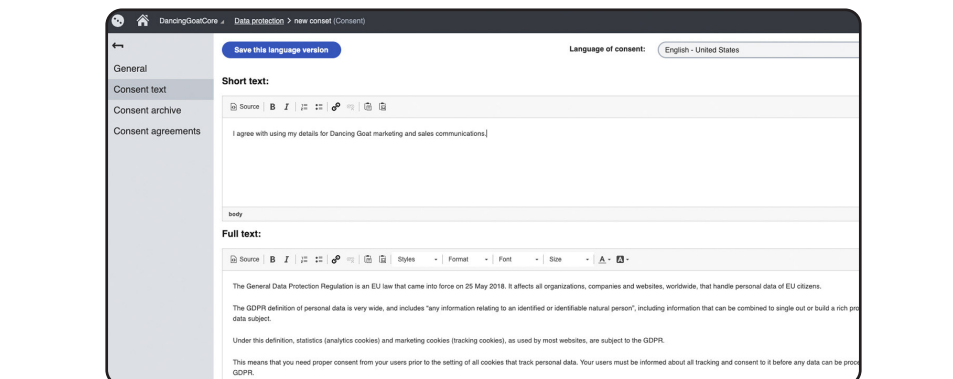
## 1. Creating consents



You can work with **Consents** on the **Consents tab** in the **Data protection application**.

After creating your new consent, you need to add the short and full text of your consent:

- **Short text** – typically used when presenting an option to give consent agreements to website visitors.
- **Full text** – contains the full content of the consent. The full text content can be made available to everyone upon request, preferably through a dedicated privacy policy page.





## 2. Adding consents to your forms

You can now add consent options to your online forms, newsletters subscription forms, or user registration forms.

The screenshot shows the 'Form builder' interface in the DancingGoatCore application. The left sidebar contains a menu with options: Recorded data, General, Form builder (selected), Email notification, Autoresponder, Security, Search, Contact mapping, Connectors, Code, and Versions. The main area displays a form with fields for First name, Last name, Email, Address, City, ZIP code, State, and Country. Each field has a '+' button to its right. At the bottom of the form is a 'Consent agreement' section. On the right, the 'Properties' panel is open, showing the 'Consent agreement' section with options for 'Label', 'Name', 'Explanation text', 'Tooltip', and 'Consent'. The 'Consent' section is currently set to 'Consent - marketing emails'.

## 3. Creating consent-based contact groups

In case you are planning to run email campaigns or you have marketing automation processes in place, it is preferable that in each step of your process you check whether you are about to contact someone who agreed to receive communication from you.

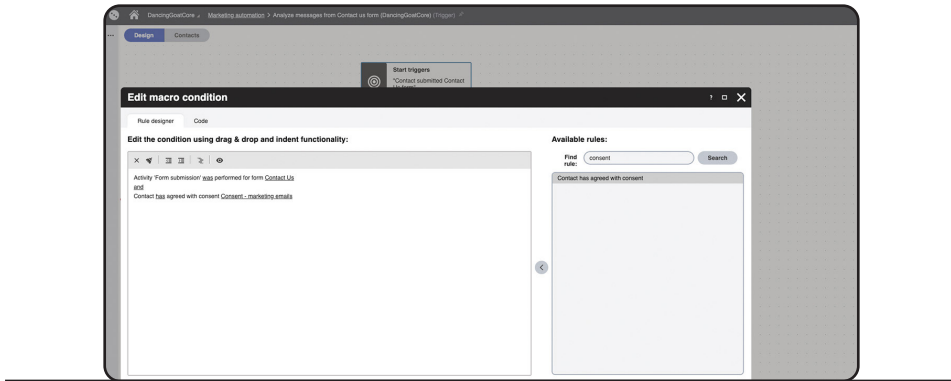
To do so, access the **Contact groups** application and create a new contact group based on a macro called “Contact has agreed with consent“. You will now subscribe this group to your email campaigns or automated processes.

The screenshot shows the 'Contact groups' application in the DancingGoatCore interface. The top bar indicates 'DancingGoatCore > Contact groups > New contact group'. A 'Save' button is in the top left. The form has three main sections: 'Name' with the value 'Agreed with recieving marketing emails', 'Code name' with the value '(automatic)', and 'Description' with a large empty text area. At the bottom, there is a checkbox labeled 'Condition-based contact group:' which is checked. Below this checkbox, a note states: 'Contacts that fulfill the condition are assigned to the contact group.'

## 4. Adding tracking consent to your website

In order to start tracking activities of a visitor on your website you also need to obtain consent agreement from them.

You can easily ensure that visitors are not tracked until they give the tracking consent by setting the default cookie level for the website and defining the tracking consent in the Data protection application.



Now when a visitor arrives on your website, the system does not track them as a contact until they give their consent.



**The DXP that  
helps you grow.**



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