Capturing GDPR-compliant customer consents

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From 9 April 2018 you will be required to collect GDPR-compliant consents on behalf of ŠKODA from new and existing customers using SLi and VMS.

Because these systems are not customer-facing, your sales and aftersales staff will need to record and capture consents either electronically or on paper.

One aim of [**GDPR**](https://hub.vwg.co.uk/skoda/reference/dataprotection/full) is to allow customers to make an informed choice about whether to consent to marketing or not, so the words used when capturing marketing consent are very important.

ŠKODA recommends you use the wording below when capturing marketing consent on its behalf. This might be printed on a vehicle order form, vehicle handover form or a service booking form. Alternatively it can be read out during a telephone booking:

*ŠKODA don’t want you to miss out on our products, services, promotions, and offers and so would like to be able to contact you from time to time with information about them. For example, information about products and services relating to ŠKODA vehicles, parts or merchandise offered by us or our authorised dealers, or that are offered with them (such as roadside assistance, connected car features or apps provided by third party partners). If you’re happy for us to use your details to contact you in this way please let us know below.*

*How would you like to hear from ŠKODA, a trading name of Volkswagen Group United Kingdom Ltd?*

*I’d be happy to be contacted by:*

*Email:   Yes No *  
*Post:     Yes No *  
*SMS:    Yes No *  
*Phone:  Yes No *

*If you change your mind you can withdraw your consent at any time, including by using the ‘unsubscribe’ option in the messages you receive. To find out more information about how we use your data and your data rights you can view the full version of our privacy statement at ŠKODA.co.uk/privacy.*

If you use your own wording there are a number of elements that must be included if the consent is to be GDPR-compliant:

**Consents must be ‘opt in’** – you can no longer use pre-ticked boxes.

**Consent to each marketing channel** (mail, telephone, email and SMS) must be requested individually.

**The right to withdraw consent** – for a consent to be GDPR-compliant it must specify that the customer can withdraw their consent at any time and provide a short description of how this can be done.

**Consents must refer to the ŠKODA privacy statement** – if the document is electronic, a link to the privacy statement is the best way to do this. If consent is collected on paper or over the telephone it is best to reference the ŠKODA website.

**Consent must be clearly for ‘ŠKODA, a trading name of Volkswagen Group UK Ltd’**. Consent should not be ‘bundled’, so it needs to be collected for ŠKODA separately from your consent as a retailer.

The wording we recommend to collect consents for ŠKODA could also be used as the basis for your own retailer consents. However, you will need to change the wording to reflect the types of messages you send and the companies you partner with.

Small but important changes to the SLi and VMS consent capture screens are required to become GDPR-compliant. We will publish information about them on Hub soon.