GDPR – Ibcos Gold Changes

With the General Data Protection Regulation (GDPR) coming into effect on 25 May 2018 in the UK, this document is to notify you of the key changes made to Ibcos Gold to help users achieve compliance with this new regulation more easily.

Although we intend to do everything we can to smoothen this transition, it is still up to you to determine the GDPR compliance criteria for your specific business needs – either through online research or the services of a GDPR consultant.

NOTE: Depending on your situation, you may also choose to manage some of the GDPR-related elements outside of Gold.

Ibcos Gold Changes

Phase 1 Changes - v7.13 April Release and the v6.4 May Release

Key changes we have made to Ibcos Gold to help you achieve compliance with this new regulation more easily.

1. New Flags added to Customer and Contact Records to hold the Marketing Preferences

2. How the Gold System Audit tracks changes to the Marketing Preferences.

3. How Gold controls marketing information sent with Invoices and Statements

4. How the CRM Mailshot Extract uses the Marketing Preferences

5. How to Export a List of Customers/Prospect Accounts with Marketing Preferences

6. How to update Marketing Preferences from on a Mass Basis

7. Making the Marketing Flags available to ODBC

1. New Flags added to Customer and Contact Records

- **Customer Records**

  New flags have been added to the Customer Account to show the marketing preferences at a business level.

  A new tab"Mkt" has been added to the **Customer Account Maintenance** program.
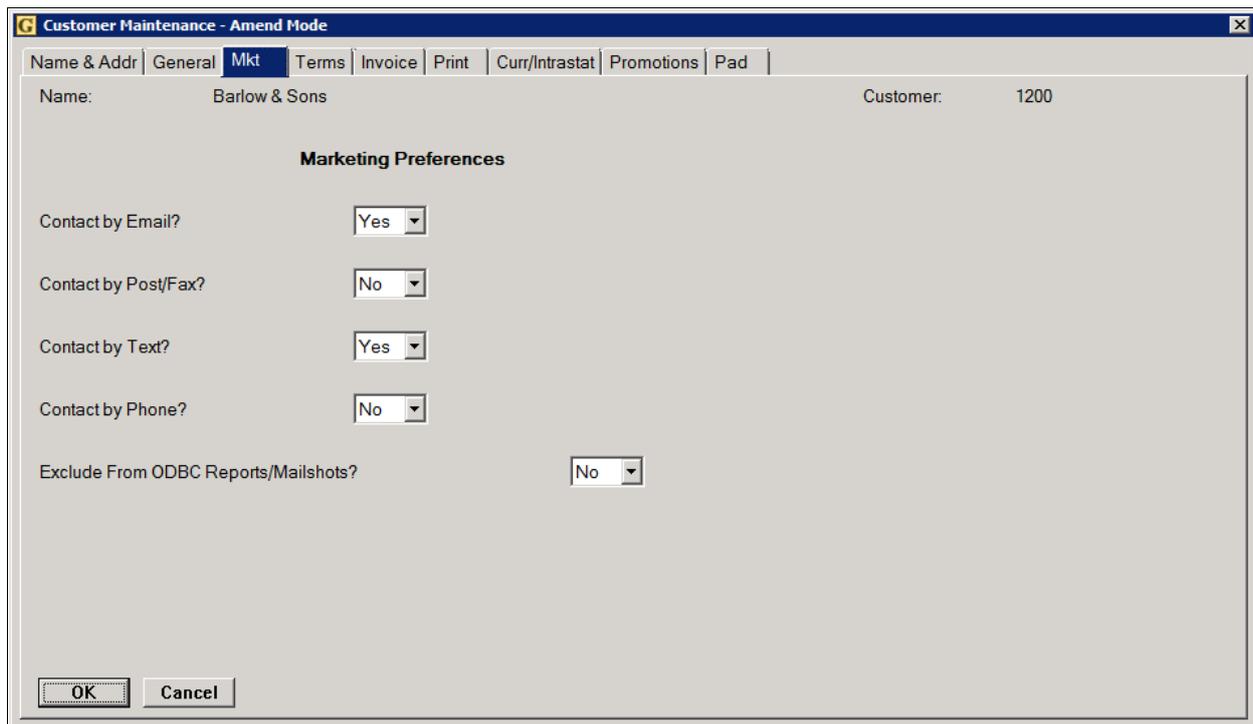
The new flags are all set to 'No' by default meaning that the customer will not be sent any marketing information from Gold unless they have opted to do so. If a customer elects to receive this marketing information by a particular method, then the corresponding flag can be set to 'Yes'.

There are a number of different ways of doing this as explained in this document. The process of getting the necessary permission from customers has to be managed by the dealer.

Marketing Preferences
- o Contact by Email
- o Contact by Post/Fax
- o Contact by Text
- o Contact by Phone

The existing field for "Exclude From ODBC Reports/Mailshots" has been moved from the General tab to the new Mkt tab.

The same flags are also available in **Prospect Maintenance/Enquiry** to be viewed/amended and are visible as well from the **Telephone Directory**.

- **Contact Records**

  New flags have been added at a Contact level to specifiy an individuals preferences to receiving Marketing Information.

  If information is being sent at a contact level then the contact preferences only are checked. It may be that the customer account prevents sending of information but the individual contact allows marketing.

  As with the customer level flags the default is set to 'No'.

  The existing field for "Send SMS" has been changed to read "Auto SMS Text Messages". This field controls only the business requirement of sending SMS messages and so the name has been changed for clarity. For example to inform a person that a machine is ready for collection or that a parts order is ready.

  Since the Contact file is shared with Suppliers and also Prospects, the same flags are available in **Supplier Account Enquiry** and **Prospect Maintenance/Enquiry**.

2. **How the Gold System Audit tracks changes to the Marketing Preferences**

- **System Audit**

  The Gold System Audit has been enhanced to include changes to the marketing preference flags both at a customer and a contact level.

  Since one of the requirements of GDPR is to record changes made to marketing preferences, the System Audit will be turned on by default for all sites loading the new update.

  The audit can report all changes to Customer and Prospect Accounts including the new marketing preference tabs.

The System Audit can also list changes to a Customer Contact or Supplier Contact record, including the new marketing flags.

It is possible to restrict the Audit to an individual field if required, or output to Excel for analysis from Windows Gold.

3. How Gold controls marketing information sent with Invoice and Statements

- **Invoices and Statements**

  The flags are checked only when marketing information is being sent with a document. Normal business documents with no marketing information are sent without the need to check the customer/contact preferences.

  The **Document Maintenance** program has been changed in relation to documents attached to the document type. Where there was previously only one field to add an attachment to a document type there is now two.

  In Housekeeping – Document Store/Forms/Rules select "Document Forms Maintenance".

Non-Marketing Attachment – used for attaching business information such as terms & conditions. Marketing flags are not checked for this attachment type.

Marketing Attachment – used to attach marketing information such as an open day letter. Customer/Contact preferences will be checked before sending. If any contact within the TO or CC email options have declined marketing information this attachment will not be sent to any of the email addresses.

4. **How the CRM Mailshot Extract uses the Marketing Preferences**

- **CRM Mailshot Extract**
  The Mailshot system has been enhanced to allow letters to be separated as marketing and non-marketing.

  The non-marketing option could be used if information needs to be provided for business purposes, such as a change of depot address or details.

  o Create Mailshot Letter
     When creating a new mailshot letter a field has been added to indicate if the letter is for marketing purposes, "Marketing Letter".
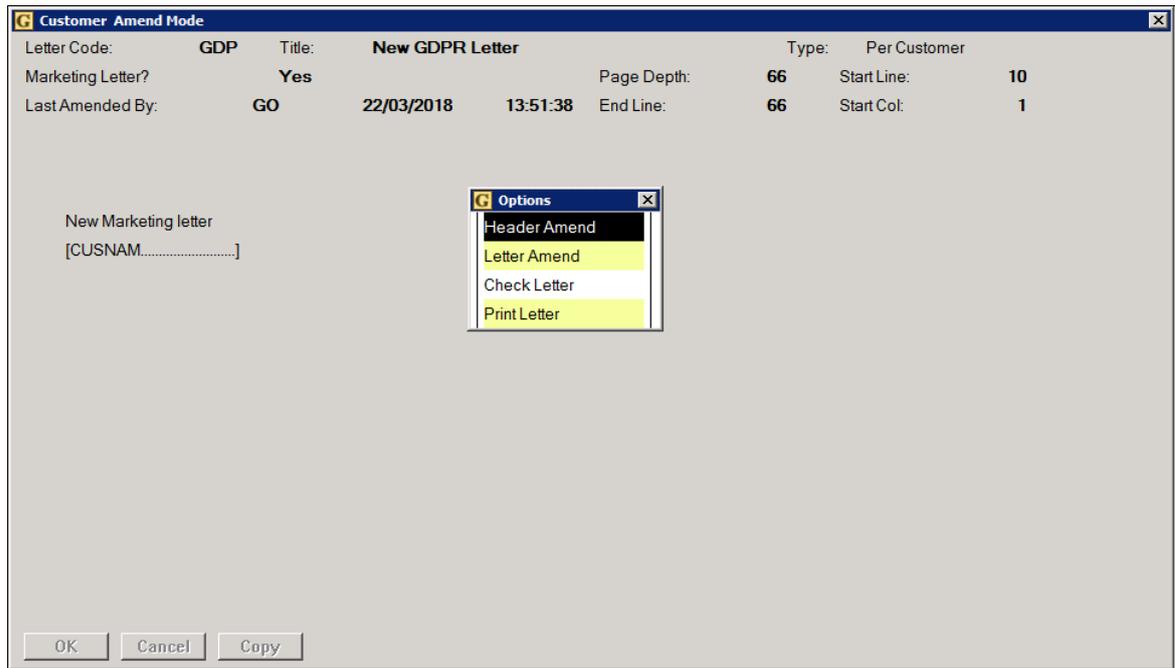
All existing letters will be flagged as Marketing Letters by default.

- o Extract/Print Mailshot
  There has been no change in the way that a mailshot extract is produced. Ranges are selected as normal and the "Extract Customers" option will extract all customers in the entered ranges regardless of marketing preferences.

  At the point of producing the actual letters the marketing preferences will be checked for each account to ensure they allow marketing by the chosen send method; post or email etc.

  Only those customers with appropriate settings will actually have a letter prodcued by the Print options.

5. How to Export a List of Customers/Prospect Accounts with Marketing Preferences

- **Customer/Prospect List**
  The Customer/Prospect List available from the Sales Ledger menu has been enhanced to include all the marketing preference flags when exported to Excel.

  This means that if the list is then used for mailshot/marketing purposes it can be filtered to include only customers who have agreed to contact.

6. How to update Marketing Preferences on a Mass Basis

To assist in setting the marketing preference flags on a mass basis there are options for mass amendment on the Sales Ledger - **Customer Modifications** menu.

- **Mass Customer Amendment**
  The existing Mass Customer Amendment program has been enhanced to include the marketing flags.

  o   Individual
  The "Individual" option allows a range of accounts to be selected using the options, then the fields to be amended are selected. The marketing preference fields are available for selection.
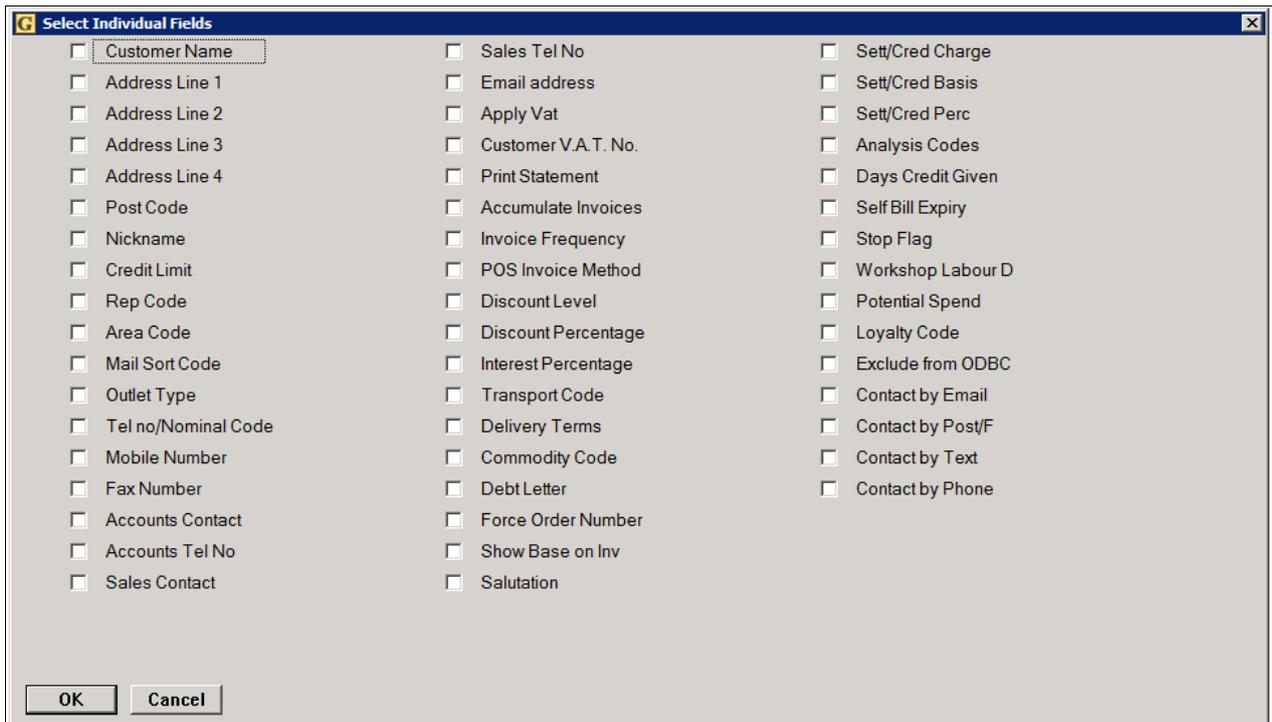
Once the required fields have been selected, the screen will scroll through the selected accounts one by one allowing the field information to be changed individually for each account in the range.

  o   All
  The "All" option allows a range of accounts to be selected using the options then select fields to automatically update the information. For example, if a range of accounts have all accepted marketing by email this flag can be set to 'Yes' and on update will change the flag automatically on the entire range of accounts.

  Due to the number of fields, the display is split into tabs with the marketing preferences flags appearing on the "Marketing" tab.
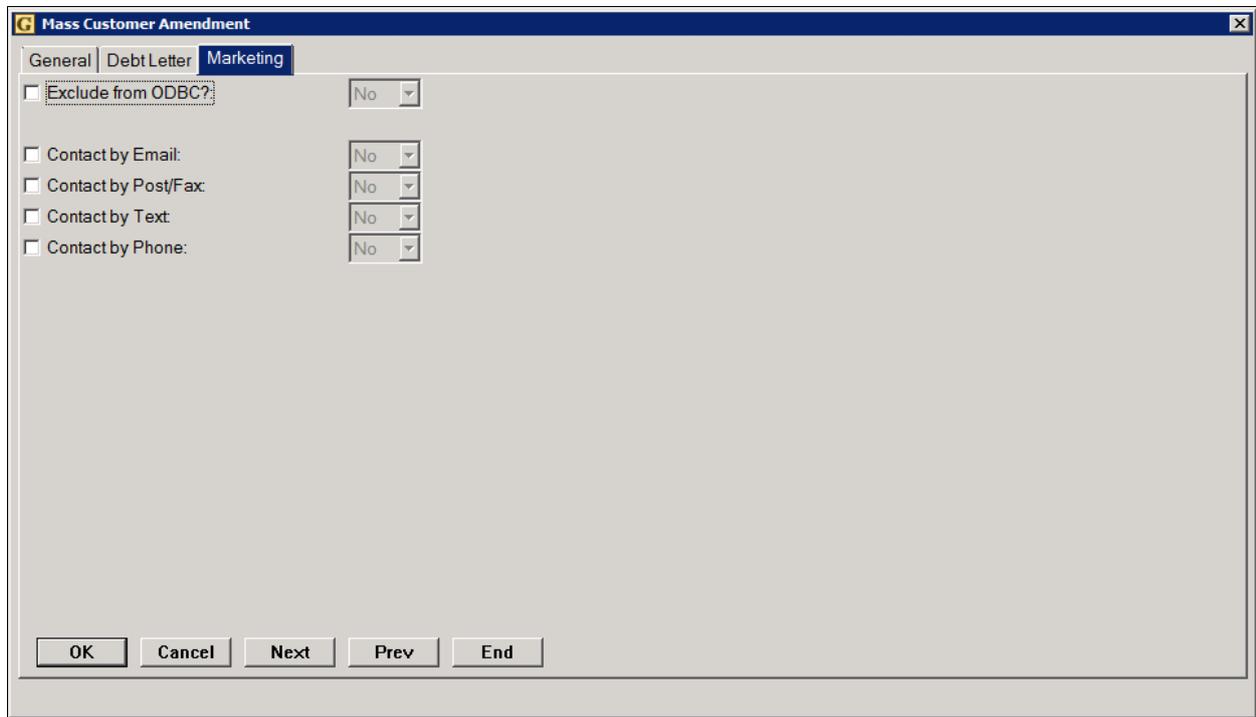
- **Mass Contact Amendment**

  A new program has been added maintain marketing flags at a contact level.

  The principal is the same as for the Mass Customer Amendment.

  o   Individual

  The "Individual" option allows a range of contacts to be selected using the options then the fields to be amended are selected. The marketing preference fields are available for selection.

o   All

The "All" option allows a range of contacts to be selected using the options, then fields selected to automatically update the information. For example, if a range of contacts have all accepted marketing by email this flag can be set to 'Yes' and on update will change the flag automatically on the entire range of contacts.
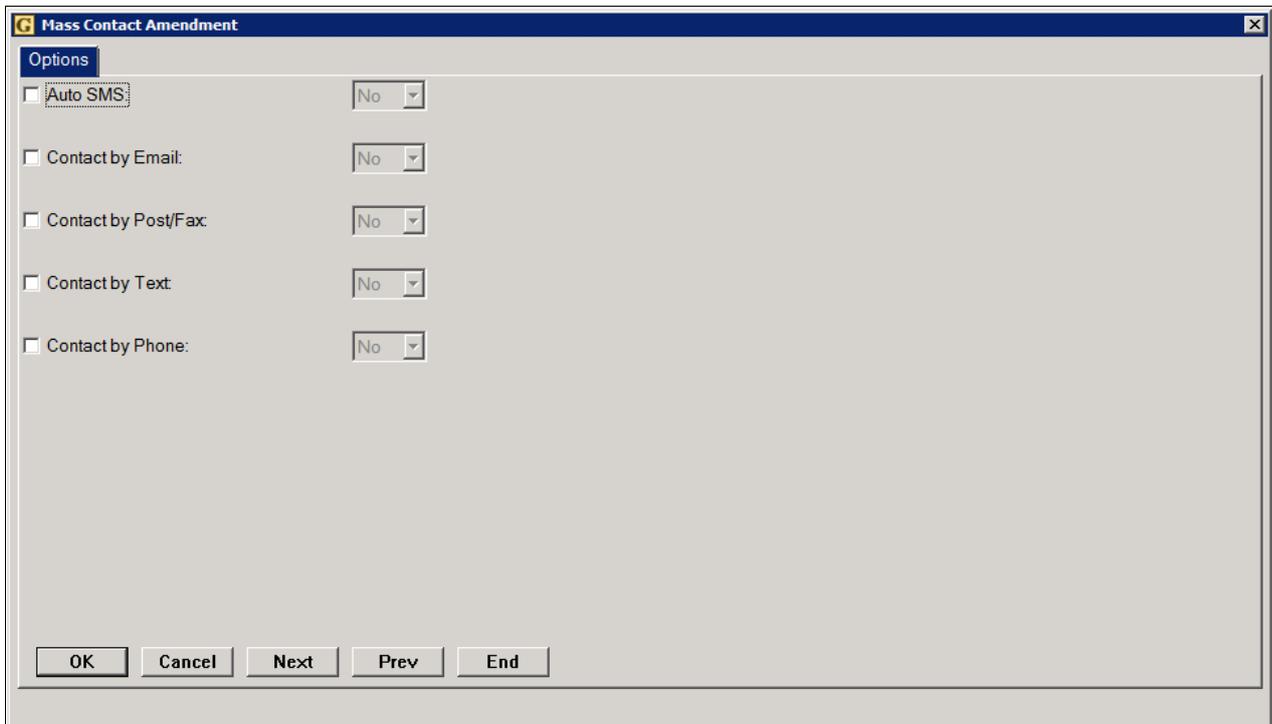
- **Mass Update from Spreadsheet**

  (Customer Modifications, Marketing Information Import)

  A new program "Marketing Information Import" has been created to allow information held on a spreadsheet to be imported in to Gold to update the marketing preferences from an initial export file.

  Note – this method of update is only available in v7.13

  Main Customer Details
  The Main Customer Details option exports a list of external customers showing their account number, account name, address line 1 and post code for identification purposes. The fields for Marketing by Email, Marketing by Post, Marketing by Text and Marketing by Phone can be changed on the spreadsheet before importing back in to Gold.

  The file is exported as Customers.CSV using details from the File Transfer ID.

  Only Yes or No are acceptable entries for the marketing fields and changes to the identification fields will not be imported.

  Any errors are shown on screen "Import Errors detected – Records with Errors will not be Imported"

  The error line number from the file is reported.
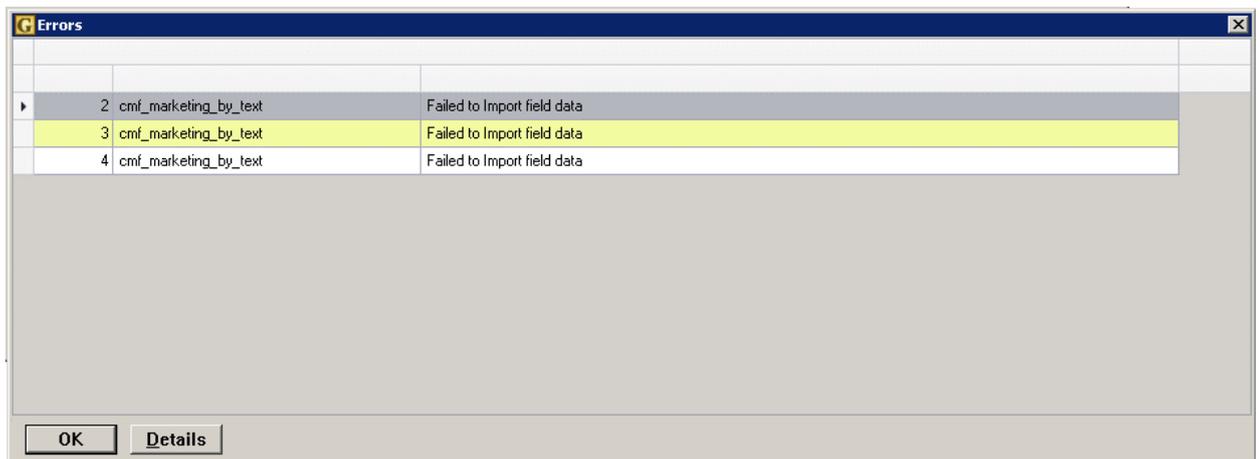
  "Details" offers more information on the failure.

Customer Contact Details

The Customer Contact Details option exports a list of contacts associated to external customers showing their Account Number, Contact Code and Name for identification purposes. The fields for Marketing by Email, Marketing by Post, Marketing by Text and Marketing by Phone can be changed on the spreadsheet before importing back in to Gold.

The file is exported as Contacts.CSV using details from the File Transfer ID.

Only Yes or No are acceptable entries for the marketing fields and changes to the identification fields will not be imported.

Marketing Type	Main Customer Details Customer Contact Details	Select either Customer Details or Contact Details
Transfer ID		Select a File Transfer ID to use to transfer the file to a specific location.
Run Type	Export Import	Select 'Export' to export a list of customer account numbers with the marketing preferences to a .csv file. Select 'Import' to import a list of customer account numbers with marketing preferences from a file.

7. **Making the Marketing Flags available to ODBC**

If ODBC is in use the ODBC catalogue needs to be updated before these are visible in ODBC.

From the System Management, Utilities menu select "Generate ODBC Catalogue".

This will take a few minutes to run.

In ODBC when looking at the Customer Master File (CMF) the new fields are:

MARKETING_BY_EMAIL

MARKETING_BY_POST

MARKETING_BY_TEXT

MARKETING_BY_PHONE