**GDPR and Girlguiding communications Guidance**

**Introduction to this guidance**

This document outlines the implications of GDPR to the different types of digital communications for Girlguiding. It highlights the dos and don’ts of communicating with different audiences, and gives practical information on what to do post 25 May. This is a guidance document created to support you with your communication needs, and gives advice on the following areas:

1. **What is GDPR, and why is important for our communications?**
2. **Girlguiding communications under GDPR**
3. **Service communications vs marketing communications**
4. **The difference between a service email and a marketing email**
5. **CHQ strategic approach to service email and a marketing email**
6. **FAQs and Checklist**

If you have any questions please contact **newsletters@girlguiding.org.uk**

1. **What is GDPR, and why is important for our communications?**

The General Data Protection Regulation, known as GDPR, replaces the UK Data Protection Act 1998. It gives people more control over how their data is used and how they’re contacted. For certain content, people will need to give explicit consent to receive communications, as well as having the right to remove consent at any time. It also means that organisations like ourselves must review how we manage everyone’s personal data and in turn, how we manage girls or volunteers’ data.

Overall, it means that we have to be careful about how we contact people, the communications we write, and that we send the right messages to those who have given us the consent.

**The changes to the law are:**

* All organisations, will tell their members why they’re asking for their personal data, why the organisation needs it, what it will be used for, if it will be shared and how long it will be kept for.
* We need to get people’s permission to use their personal data. The new law gives everyone the right to withdraw their permission at any time.
* All data must be kept safe to prevent any potential theft or loss.
* If personal information is lost or shared improperly, this is a data breach. All incidents like this must be reported. If a data breach risks harm to an individual either financially or reputational, we'll need to report these to the regulator.
* Existing individual rights have been added to and updated. For example, people now have the right to have their data deleted, and the right to have copies of their data (SAR) has been made more accessible.
* If we get it wrong: the fines have been increased. The maximum fine is €20 million or 4% of our annual turnover, whichever is greater.

To prevent any fines or data breeches it’s important that we follow the law and are careful in how and what we communicate to our members.

1. **Girlguiding communications under GDPR**

## Communications which are affected by GDPR

All communications we do are affected by GDPR. But the ones which are most highly regulated are digital communications. This guide focuses on the approach we need to take to our digital communications to ensure that we’re compliant with the law. To ensure we’re compliant with the law, we have been working hard to update policies, build a preference centre and re-visit our marketing and communications messaging to ensure that we’re sending the right messages to the right people. For this, we’ve had to ask all members to confirm they’re happy to continue receiving certain messages from us (this section is explained in section 3. Service communications vs. marketing communications)

## Privacy policy

Our privacy policy, which explains what data we collect and how we intend to use it, has been updated in line with the changes to the law. This policy can be found here www.girlguiding.org.uk/privacy-policy/

## Preference centre

As part of our move to be GDPR compliant, we need to ensure we give all members the right to opt-in and opt-out of communications at any time. We can only send certain messages to members who have opted-in and have agreed to receive the messages. To ensure we’re legally compliant, we’ve created a preference centre which sits within GO and will be visible from the footer of marketing emails.

The preference centre allows members to choose the information they want to hear about and the channels they want to hear about it on. .



Lots of organisations use the framework above. This means that when you’re creating your communications, you’ll need to check that individuals are happy to hear from us through these channels before you can send them. .

For countries and regions, members will need to have ticked the ‘regional communications’ box and the appropriate channel box (like ‘email’) for you to email them with marketing messages (please see ‘marketing communications’ for more information). This is so that we can clearly distinguish between our national and regional communications, and users have more control over what they receive and from whom. This in turn makes us legally compliant. .

## Service communications vs marketing communications

There are two types of Girlguiding communications that are affected by GDPR: marketing communications and service communications. These changes to Girlguiding communications are based on the law, and while we appreciate that it is a shift from what members will expect from us, we need to ensure we’re legally compliant.

The below information will outline the difference between marketing and service communications, will show real examples of marketing and service messages from previous editions of *Discover, grow* and will give practical tips on how to get your messages right.

**Marketing communications**

The term ‘marketing’, as explained by the ICO, is regarded as covering a wide range of activities which will apply not just to the offer for sale of goods or services, but also to the promotion of an organisation’s aims and ideals. This is an area in Girlguiding communications which becomes difficult to navigate, as you may feel the member would be missing out if they didn’t receive certain messages, but we need to refer to the GDPR on what we can and cannot send to members. Marketing messages can only be sent to someone who has **explicitly given consent** to receive the information.

For marketing messages, a person **needs to have opted in and have the ability to opt out at any time**. They can unsubscribe from receiving these messages at any time.

We have to be careful that if we’re sending marketing messages, it’s being sent only to those who have agreed to receive it. This agreement comes in the form of an opt-in in the preference centre (to tick the box). If they haven’t given consent, they can only receive a service communication.

**Service communications**

At the point of signing up to Girlguiding, members will agree to terms and conditions of their membership, and this includes a legal right of ‘legitimate interest’ for us to contact members with ‘**essential information’** about their membership and their role in Girlguiding. As this information is ‘essential’ to their membership, members are not able to unsubscribe from the emails (no unsubscribe button on the footer of the email). These messages include subjects such as safeguarding, policy updates, changes to guiding etc. Examples of essential information can be found later in this guidance document.

A service email cannot include any marketing messages. If it includes any marketing messages it is no longer a service email. As soon as there is marketing or sales wording it becomes a marketing email, and can only be sent to people who have given consent to receive marketing.

**The benefit of service emails**

Through service emails, we can now send essential information to 100% of our members who have an email address. Previous email processes have meant that members could unsubscribe from all communications, and over 25% of our members didn’t receive any essential information to their roles. Having the ability to improve compliance and to support members with the vital information they need from us is a positive step change in Girlguiding communications.

**Deciding if the message is marketing or service**

It’s important that we use the audience’s perspective to help define what can and can’t be included in a service email. It’s not what we think we can legitimately tell members, but what members would legitimately need to hear from us – the **information which is essential to their role** in Girlguiding. All other ‘nice to have’ information can only be sent to those who have agreed to receive it. This forms the marketing email.

**If we add marketing style messages into a service email and don’t offer an unsubscribe link, we would be in breach of the law. Equally, if we send marketing messages to members who have not opted in to receive this information, we are in breach for the law.**

**Recap on Marketing vs. service**

**Service communications:**

For us to use service emails correctly, the information needs to be ‘essential’ to their role and that of Girlguiding. If service communications are used correctly, members won’t be able to unsubscribe from them.

Service emails can be sent to 100% of members. But only if there is a legitimate reason for the member to receive the essential information from us, in order to fulfil their role in guiding. **It’s a service message if:**

* The sender is under a legal obligation to send it
Or
* The member would be at a disadvantage if they did not receive it **(but it isn’t a marketing email!)**

**Marketing communications:**

These are all messages which do not fall into essential information for the member to receive. Marketing emails can only be sent to members who have ticked the box in the preference centre, and have given **explicit consent (opt-in)** to receive the emails.

**It's a marketing message if:**

* It promotes the sale of goods, services or organisational ideals.
* Anything that falls outside of essential information.

### The difference between a service email and a marketing email

Because service emails can only contain things that our audiences can legitimately expect to hear from us, we need to be really careful about that sort of content we put in these emails. This section will outline the different elements which split marketing and service email, will show practical examples of service vs. marketing and will explain the CHQ approach to service vs. marketing emails which C&Rs can take as guidance for their communications.

**Creating service emails - what can I include?**

When writing a service email, you should think about what your audience legitimately needs to hear from us. This will help determine if the content is ok to be included, or not ok to be included. When writing a service email, it’s a good idea to ask these questions about every bit of content you’re including and how it’s been worded:

* Does my audience have a legitimate reason to receive it?
* Would my audience legitimately expect to get this information from me?
* Can members do their roles properly without knowing this?

If the answer is ‘yes’ to all of the above then it’s a service email. If the answer is ‘no’ to **any of these questions** then it’s marketing email. A service email must include only service style messages.

There are somethings that are **never ok** to include in service emails at all:

* Fundraising asks
* Corporate partnership activities and launches
* Campaigning asks and links to third parties
* Competitions and financially incentivised surveys
* Promotions or special offers, including membership discounts
* Asking people to buy or book something
* Sending people to an online shop, or a volunteer shop

For these things, you’d need to send a separate email to everyone who’s opted in – this would be a marketing email.

**Creating marketing emails - what can I include?**

Anything! Because people have opted in, technically we can use these emails to tell them about anything we want – within reason of course! This is up for you to interpret and define what your strategy will be for these sorts of emails – what you want to include, and when, and making sure that you include extra additional content that makes these emails less sales focused and super engaging.

Of course there is some content that you’ll have to include in these emails – because they’re not able to be in the service email, but we still need to tell audiences about them. These things will be confined to marketing emails:

* Fundraising asks or events
* Corporate partnership activities and launches
* Campaigning asks
* Financially incentivised surveys and competitions
* Event promotions or special offers, including membership discounts

## CHQ strategic approach to service email and a marketing email

At CHQ, we’re using the table below to advise us on what can and can’t be included in a service email and a marketing email.

The **service email** will include everything in the **green** category and **marketing emails** will include everything in the **red** category. The **yellow** and **orange** categories show that certain pieces of information can fall in the middle of service or marketing depending on the way it is written and presented. These topics are where we’ll be making a call on a case by case basis but will ensure our writing style makes it relevant and legally compliant for the particular email.

|  |  |  |
| --- | --- | --- |
|  | Service email | Marketing email |
|  |  |  |  |  |
|  | **Essential information** – “I cannot be involved in guiding without this information” i.e. Legal compliance | **Nice to know** – “Topics highly related to Girlguiding which members need to do to deliver good guiding” i.e. ‘Girlguiding compliance’ | **What we want to say** – “Things we have a vested interest in members hearing about ”i.e. ‘Girlguiding information’ | **Hard sell** – “Things we know definitely fall into direct marketing”i.e. ‘Girlguiding sales’ |
| Members | * Policies and procedures
* Essential training, like A Safe Space and GDPR
* Safeguarding
* Changes to national programme
* Subs information
* Membership systems changes
* Changes to senior volunteers
 | * National volunteer opportunities
* Free activities for unit meetings linked to programme
* Information about supporting girls
* Information to help them run their unit
* Guiding specific days e.g. World Thinking Day
* Chances to have their say
* Partner activity opportunities
* Campaigning and social action updates and information (in a non-‘sales’ push)
* TACs and TAC event general updates
* National or international events opportunities e.g. Big Gig and GOLD which include updates only
* Support for national marketing drives e.g. recruitment campaigns
 | * National volunteer opportunities
* Free activities for unit meetings linked to partners or not core programme
* Information about supporting girls with non-programme related information
* Information to help them run their unit which includes any fundraising ideas
* Guiding specific days e.g. World Thinking Day linked to external partners
* Chances to have their say
* Partner activity opportunities
* Campaigning with asks and call to action, and anything linked to partners
* TACs and TAC events which include sales, ticket sales or asks
* National or international events opportunities e.g. Big Gig and GOLD which include sales messages
* Support for national campaigns e.g. recruitment campaigns
 | * Partnership discounts
* Trading and shop sales
* Anything members are asked to purchase – tickets, books, badges etc.
 |
| Girls | * Changes to their section
 | * Opportunities to get involved
* Activities linked to programme
* Changes to uniform
* Chances to have their say National events
* Campaigning updates to find out more information
 | * Activities not linked to programme
* Changes to uniform which include sales messages
* Chances to have their say National events which includes a direct ask, campaign or fundraising message
* Campaigning and direct call to actions
 | * Partnership discounts
* Trading and shop sales
* Anything members are asked to purchase – tickets, books, badges etc.
 |

# Other areas of focus:

**Fundraising**

All fundraising, regardless of the aim, is classified as marketing and cannot be put in a service email. This includes challenge badges to fundraise for international events etc. Even if the fundraiser is to support local guiding this is still marketing. If we put any fundraising messages, fundraising asks, fundraising events etc. in a service email that’s not integral to a member’s role then we’ll be in breach of the law. Within the preference centre, we have included a fundraising message within the main body of sign up. This means that anyone who has opted in to receive marketing will be able to receive a message on fundraising **only if** it is within the same email as other stories. For example, if a marketing message had a story on fundraising, one on trading and one on tickets for an event, this would be fine to send to those who have opted in to marketing.

# Events

Many events such as events, festivals, pop concert etc. are areas where we need to look at how we write the message to see if it falls into service or into marketing. If it is the promotion of a non-programme related event which girls and members would need to purchase tickets for, and it’s a sales push, it’s a marketing message, therefore in the marketing email. Although we may feel that members have a reason to know about this information, it doesn’t supersede the law on what is classified as marketing. Whilst we want to encourage members to have the full experience that guiding has to offer, these types of events can only be advertised in a marketing email if the tone is a sales message. If we write the copy in a sales approach or ask people to buy tickets, we must include in the marketing email to ensure we’re not in breach of the law. This is an area where elements of the message can affect the outcome (tone, call to actions etc.). This is explained in more detail below.

**What elements make something a marketing message vs a service message?**

There are certain elements which help you write copy in a either a service led way or a marketing led way. You should use the information below as advice on how to keep the message in the correct category.

|  |  |  |
| --- | --- | --- |
| **Element** | **Advice to keep it service** |  **Advice to keep it marketing** |
| Copy | Make sure it’s factual – the tone needs to be informative and educational. Wherever possible and practical, link it to how this is relevant for your audience (i.e. for members – how it will help them deliver guiding) | Your tone can be much more direct and promotional than in service emails, but you still need to have your audience in mind. This means it can be inclusive, upbeat and fun! You can push fun and adventure, creativity and exploration, and promote UGC content. To ensure this doesn’t become a sales-only message mechanic, we need to have an engaging hook to encourage people to read, and the marketing sales messages need to fit into the flow of the copy to feel natural and helpful. |
| CTAs | Need to be informational – find out more information, Get support here, complete the e-learning, read our policy  | These can be more directive and action led, with sales messages delivered in non-pushy tone – get involved today, have your say, don’t miss out, buy now for early bird discounts |
| Button | Informative, helpful, supportive – Find out more, Read more, More information, See more | Sales messages and direct action led messages – Buy Now, Book now, Get involved, Sign our petition |
| Click through page | You’ll need to link to Girlguiding websites only. You won’t be able to link to a web shop (Girlguiding or otherwise) or any third party or partner site which push a sales or promotion message | You can link to wherever you link, including directly to places where you can buy things (like an online shop) or to partner or third party websites |

In addition, the angle you approach different topics can sometimes risk pushing the content you’ve written fall into the ‘marketing’ category. Here are some examples of how it can easily slip into marketing:

|  |  |
| --- | --- |
| **Element** | **Impact which make it marketing** |
| Copy | Marketing buzz words: donate, buy, ‘£’, 3rd party promotion, direct sales i.e. Buy for only £39.99 + VAT |
| CTAs | Sales or promotion push (find out where you can buy your new Brownie leggings now) |
| Button | Copy can to be information led as well as sales (i.e. BUY / BOOK NOW, as well as FIND OUT MORE) |
| Click through page | Link to websites, web shop, partner pages, ticket booking sites etc. |

## How should a service email and a marketing email be written?

The way a service email is written can push it from a service email into marketing by the language used, the call to actions, the click through and the buttons used – this is shown in the examples below. One is clearly a sales pitch, whereas the other is information that a unit leader can use to plan their meetings.

|  |  |
| --- | --- |
| **Service email - GREEN** | **Marketing email - RED** |
| **Brownie uniform update** We make standard updates to uniform over time. We’ve just updated the Brownie leggings after feedback from members. [BUTTON: Find out more information][Click through: website page] | **Brand new Brownie leggings**We’ve made some fabulous new brownie leggings – with the winning design chosen by Brownies! They’re a steal at only £16.99 + VAT. [BUTTON: Buy now] [Click through: web shop] |
| **Our new programme**Making sure you deliver a balanced programme is key to great guiding. Our unit meeting activity card packs have lots of inspiration for activities you can do across the six themes. [BUTTON: Find out more information][Click through: website page] | **Get a fab new activity card pack**Our brand new unit meeting activity card packs are now for sale – with 12 activity ideas for £3.75, they’re a great value, pick-up-and-go resource you can use in your meetings. [BUTTON: **Buy now**][Click through: web shop] |
| **Have an adventure**Building adventure into your programme is essential to delivering good guiding. Taking girls away is part of that adventure and you don’t need a Going Away with licence to do so.[BUTTON: Find out more][Click through: page on our website about PGL | **Have a PGL adventure** It’s easy to have a stress-free adventure with your girls! Start planning for spring by booking an awesome activity weekend at PGL for your Brownies and Guides at **just £59 + VAT up to 30 April 2018**.[BUTTON: **Book now**][Click through: booking page with more on PGL] |
| **Friends to Animals badge**If your girls are doing the Friends to Animals badge, they can have a practical workshop as part of the badge.[BUTTON: Find out more information][Click through: website page] | **My Pet Pals workshops**April is National Pet Month – so why not take your girls to meet some new furry friends? Attend a free My Pet Pals workshop at Pets at Home and your girls can learn how to care for pets (and Brownies can start their Friends to Animals badge too). [BUTTON: Book a workshop][Click through: activity page on our site |
| **Guiding Getaways**This summer sees the return of our two most popular weekend events for girls, and national events provide a great way for you to take your girls away and build adventure into your programme – find out more about Magic and Mayhem this June.[BUTTON: Find out more information][Click through: website page] | **Great guiding getaways**This summer sees the return of two of our most popular weekend events for girls. Magic and Mayhem is our special camp for Rainbows and Brownies. They'll take part in tonnes of fun activities and have the chance to sleep over in a big top. Secure your girls’ tickets by 28 February.  [BUTTON: **Book your tickets now**][Click through: ticket page] |
| **Girls against Period Poverty**Following a mandate from members of The Senior Section, our advocates will be launching a national campaign on Period Poverty next week. Find out more information on the campaign. [BUTTON: More information][Click through: website page] | **Join our call to end period poverty**Did you know three in ten girls miss school because they can’t afford sanitary products? We’ve partnered with Water Aid to create resources to support girls, and we need you to sign our petition asking the government to provide free sanitary products in schools so no one misses out on education because of their period. [BUTTON: sign the petition][link to: Girlguiding branded petition] |

1. **FAQs and Checklist**

## Service email FAQs

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| --- |
| **Who can I send these emails to?** |
| You can send service emails to every member as it is essential to their membership with Girlguiding, and is part of the terms and conditions to their membership.  |
| **Can members unsubscribe?** |
| No. This is because these sorts of emails include information that’s essential to the delivery of guiding, like changes to policy and keeping girls safe, and because by being a member they can legitimately expect to get this information from us. |
| **What do I do if someone complains about one of my emails?**  |
| You would need to treat it the same as a data breach and report it to us straight away. Contact our Data Protection team who’ll be able to advise you DataProtection@girlguiding.org.uk |
| **How do I send these emails?** |
| Check out the Dotmailer user notes for more information on the practicalities of sending these sorts of emails. There are certain things you’ll need to do to make sure that you can send them out to everyone. |
| **What happens if I send the wrong information?** |
| We’re aware that mistakes will happen from time-to-time but by following these guidelines will reduce the risk. If you need help with what to include/not include please contact us and we can advise you. The policy is, if in doubt, leave it out. |
| **How often do I send these service emails?** |
| It’s entirely up to you. However, please consider how many emails your members are receiving and that you don’t overwhelm them with information. If you currently send one monthly email then you may want to alternate each month with a service email. |

## Marketing emails FAQs

|  |
| --- |
| **Who can I send these emails to?** |
| You can only send these emails to people who’ve opted in to receive marketing communications from us. In the Preference centre they must have ticked the email box and regional communications.  |
| **Can members unsubscribe?** |
| Yes. In the footer of the marketing emails there is a ‘preference centre’ link. This is where someone would click to change their preferences. This would keep the database up to date for future sends.  |
| **What do I do if someone complains about one of my emails?**  |
| You would need to treat it the same as a data breach and report it to us straight away. Contact our Data Protection team who’ll be able to advise you DataProtection@girlguiding.org.uk |
| **How do I send these emails?** |
| Check out the Dotmailer user notes for more information on the practicalities of sending these sorts of emails. There are certain things you’ll need to do to make sure that you can send them out to everyone.  |
| **What happens if I send the wrong information?** |
| We’re aware that mistakes will happen from time-to-time but by following these guidelines will reduce the risk. If you need help with what to include/not include please contact us and we can advise you. The policy is, if in doubt, leave it out. |
| **How often do I send these service emails?** |
| It’s entirely up to you. However, please consider how many emails your members are receiving and that you don’t overwhelm them with information. If you currently send one monthly email then you may want to alternate each month with a service email. |

# Checklist for your email communications

|  |  |  |
| --- | --- | --- |
|  | Service email | Marketing email |
| Checklist | * Does all of your copy only include information which is essential to membership?
* Are all your buttons information driven?
* Are all your links to Girlguiding websites – but not to the shop?
* Are all your photos from people who have given consent?
* Can you easily prove the consent?
* Is your footer correct? Does it explain why they’re getting the email?
* Have you sense-checked your email with other people?
* Are you confident in your data pull? Are you only emailing active members?
* Have you checked the Dotmailer user notes? Are you confident with how you’ve set the mailing up?
 | * Is your email engaging and exciting?
* Are your buttons action driven?
* Is your email too “salesy”?
* Is your footer correct? Does it explain why they’re getting this email?
* Have you sense-checked your email with other people?
* Have you pulled the right information from GO? Are you only emailing volunteers that want to be emailed?
* Are all your photos from people who have given consent?
* Can you easily prove this consent?
* Does the footer link to the preference centre?
* Is the preference centre obvious?
 |
| Dos | * Think about your audience – what would they expect to hear, and how would they expect to hear it?
* Think about every word you write – all your copy needs to be carefully considered
* Link to the Girlguiding websites, or your country or region website
* Think about your CTA buttons – are they giving direct actions?
* Does your content help them carry out their role?
 | * Be creative and experiment
* Keep the audience in mind so that your copy calls them to action and engages them
* Think about your strategy – what can you include here that will make people want to opt in?
* Think about your CTA buttons – are they fun and exciting so people want to click through?
 |
| Don’ts | * Include links to anywhere people can buy something directly
* Include any special offers or discounts
* Include mentions of partners
* Include it if you’re not sure – get some advice or play it safe by including it in your marketing emails instead
* Include any fundraising opportunities e.g. the promotion of a challenge badge to help fund a trip/event
* Include content which doesn’t help your members carry out their role
* Include surveys which aren’t connected to change in processes, procedures etc
 | * Oversell – or people might unsubscribe!
* Make the newsletter too long otherwise it’ll truncate in mail boxes.
 |

**For more information and supporting documents, please see:**

* Dotmailer user guidance – how to set up marketing and service emails
* Photo consent and guidance to image compliance
* County, division and district guidance to emails

For more information or if you have any questions, please email newsletters@girlguiding.org.uk