

# GDPR – Types of contacts

<p><b>Prospect</b></p>	<ul style="list-style-type: none"> <li>• Business Card</li> <li>• Acquaintance</li> <li>• Public site / record             <ul style="list-style-type: none"> <li>○ Advertising in publications or other websites or appearing in other public records</li> </ul> </li> <li>• Telephone call</li> <li>• Bought list *</li> <li>• Exported from LinkedIn or other platforms</li> </ul>
<p><b>Not been in contact for x time</b></p>	<p>Request that they opt in for future contact and restrict to critical and 'really' interesting information.</p>
<p><b>Leads</b></p>	<p>People who have shown you an interest in what you are providing and evidence of communication.</p>
<p><b>Sale (aka customer)</b></p>	<p>Contractual right</p>
<p><b>Other lists might include</b></p> <ul style="list-style-type: none"> <li>• Previous customers</li> <li>• Do not contact</li> <li>• Suppliers and Competitors</li> <li>• Partners and Collaborators</li> <li>• Employees</li> <li>• Contractors and other influential contacts</li> <li>• Data that you hold on behalf of any of the above</li> <li>• Other ....</li> </ul>	<p>This is not an exhaustive list of the types of personal data you might hold. Who else do you hold data about?</p> <p>Now think about where you keep that data. What platforms or formats do you keep that data, where is it stored and is it backed up. Is it secure. What would be the impact if this data was misplaced</p>

This is a free download provided by Sayers Solutions to help you manage your contact.

For more information visit [www.SayersSolutions.co.uk](http://www.SayersSolutions.co.uk)

