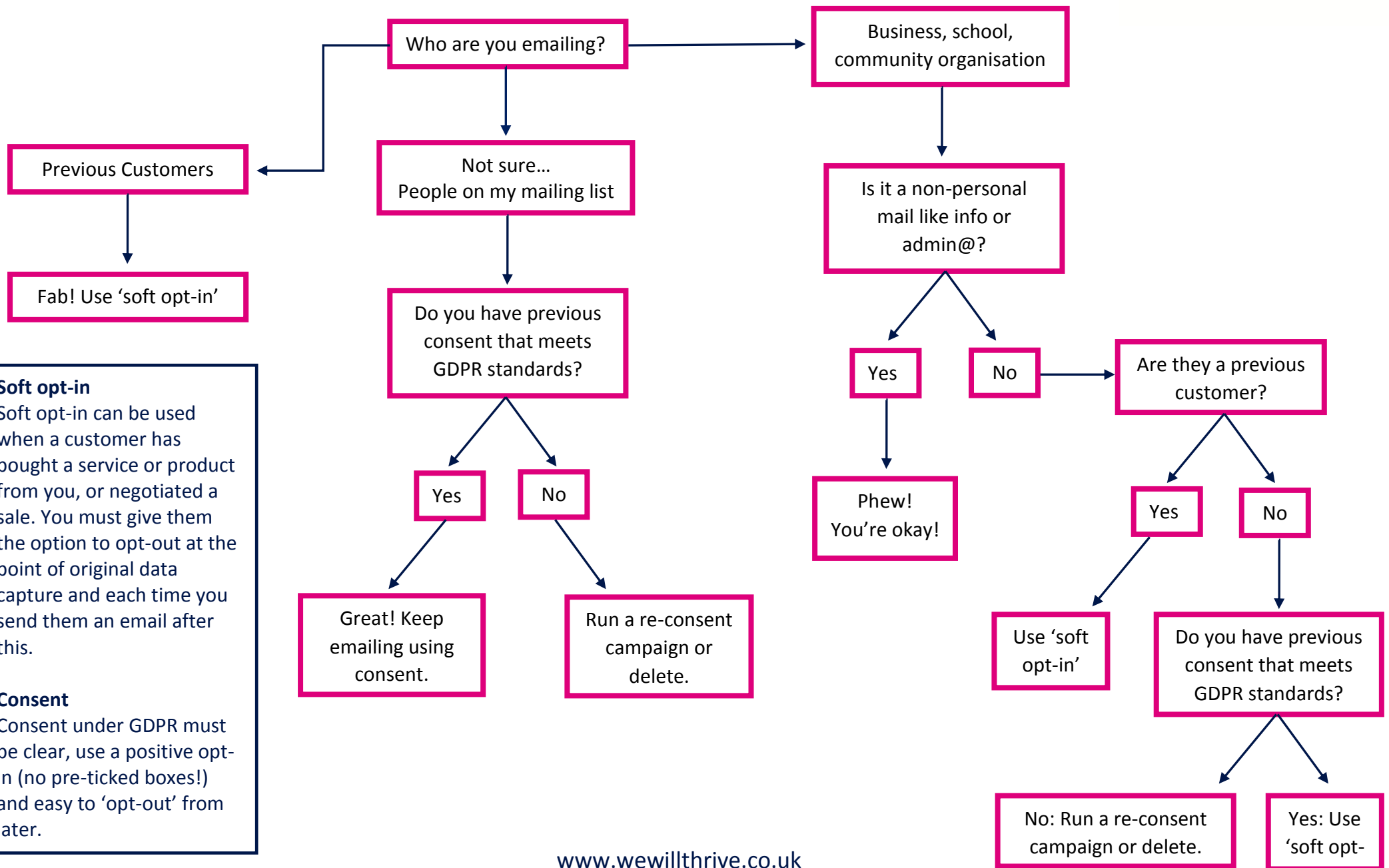


# GDPR and Email Marketing



**Soft opt-in**  
Soft opt-in can be used when a customer has bought a service or product from you, or negotiated a sale. You must give them the option to opt-out at the point of original data capture and each time you send them an email after this.

**Consent**  
Consent under GDPR must be clear, use a positive opt-in (no pre-ticked boxes!) and easy to 'opt-out' from later.