

# Roxhill Media GDPR User Guide

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# Introduction to GDPR Levels

What is GDPR?

You can see more information on Roxhill's GDPR policy [here](#).

## Global Levels vs. List Levels

Within Roxhill, we have identified 2 levels for you to mark journalists against their preferences. These preferences related to how engaged you deem a journalist to be, based on interactions you have had with them.

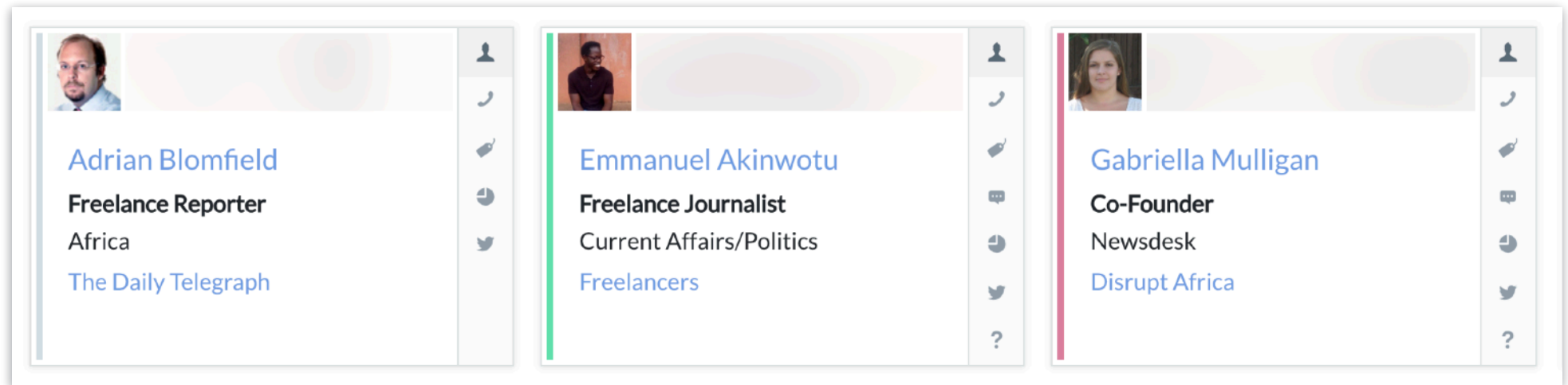
The global level is a top layer and overwrites list level. It is representative for your organisation as a whole and indicates that a journalist **does not want to be contacted** by your organisation at all.

The list level indicates a particular preference for that journalist, whereby they have indicated that they don't want to receive correspondence from that particular list. They **may still want to receive updates** based on other topics.

## The GDPR Colour Coding Levels

When performing a search or configuring lists, you will see journalist profile cards within the content panel.

In relation to GDPR, these cards will reference one of three colours, two of which you define:



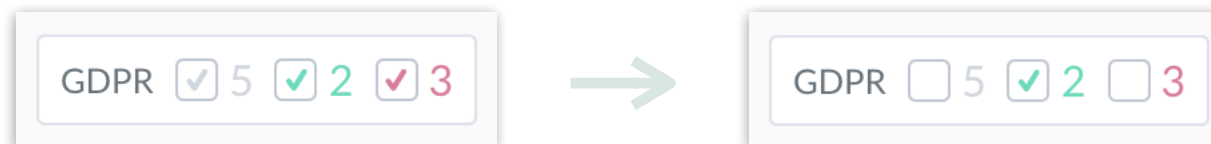
**Grey = Neutral**  
Unknown / Unmarked GDPR status.

**Green = Approved**  
User has marked journalist as having actively approved of receiving correspondence from you/your company.

**Red = Rejected**  
User has marked journalist as having actively rejected receiving correspondence from you/your company.

Within the Toolbar, you can filter results based on GDPR level. Simply click the relevant tick boxes on / off to show / hide results.

The number beside each checkbox indicates the number of results per GDPR level.



# GDPR Definitions

## Managing GDPR Levels - List Pages

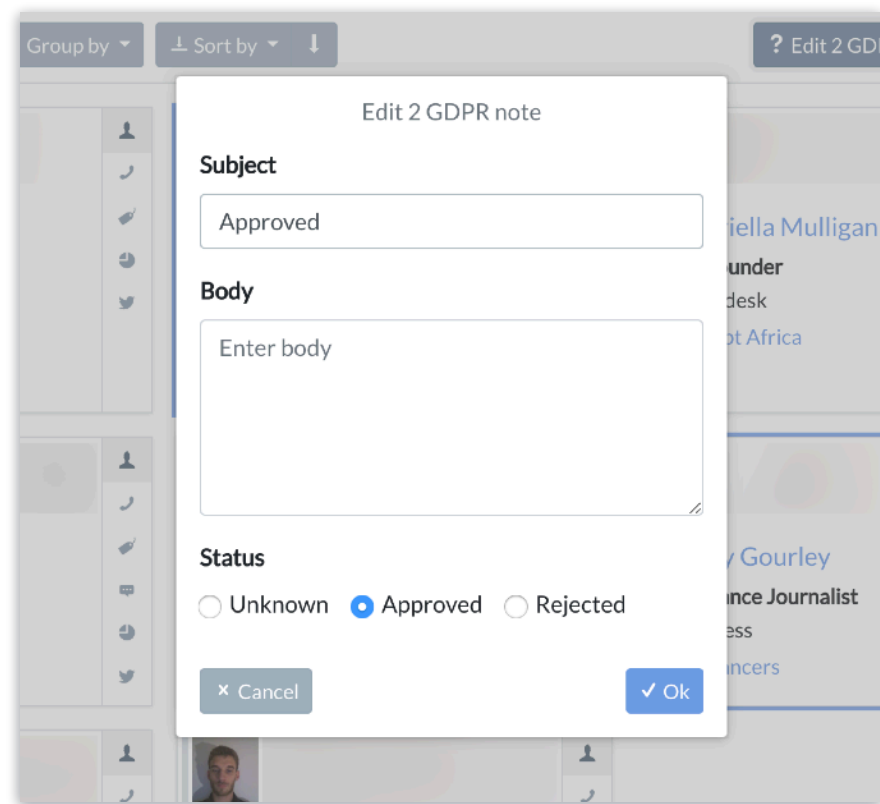
To edit an individual's GDPR level, select the **? Edit 10 GDPR note** button.

If you wish to edit multiple records simultaneously, simply select various cards prior to clicking the **? Edit 10 GDPR note** button.



### GDPR Settings Box

Select Unknown, Approved or Rejected and click **✓ Ok** to save your changes.



# GDPR Definitions

## Managing GDPR Levels - Results

After you've defined the GDPR levels, you will return to the results page. Again, these results can be filtered, as [above](#).

The screenshot shows a web application interface for managing GDPR levels. The top navigation bar includes a logo 'R', links for 'Streams', 'Lists', 'Search', and 'Distribution', and buttons for 'Log in as', 'Log out', and 'Help & feedback'. A search bar is on the right. The left sidebar shows a list of categories: Personal Finance, Tax, Transport, Aspectus (107), Celtic & Co. (9), Desu desu (5217), Family Office List (52), Kent Uni (5), My GDPR List (11), Myanmar (42), and Pandy (1). The main content area is titled 'My GDPR List' and includes tabs for 'Journalists', 'Alerts', and 'Activities'. Below the tabs are buttons for 'Select all', 'Download all', 'Send all email', 'Copy all emails', 'Add 10 journalists to streams', 'Copy 10 to lists', 'Remove all from list', and 'Activity for all'. A filter bar shows 'Roxhill 1', 'Group by', 'Sort by', and a 'GDPR' status indicator with 5 checked, 2 green, and 3 red. A 'Filter by name' search bar is also present. The main content area displays a grid of journalist profiles, each with a photo, name, role, and location. The profiles are: Adrian Blomfield (Freelance Reporter, Africa, The Daily Telegraph), Emmanuel Akinwotu (Freelance Journalist, Current Affairs/Politics, Freelancers), Gabriella Mulligan (Co-Founder, Newsdesk, Disrupt Africa), Hannah Lucinda Smith (Freelance Middle East Correspondent, Middle East, Freelancers), James Jeffrey (Africa Correspondent, Africa, Freelancers), Noah Browning (Freelance Journalist, Egypt (Cairo), Reuters (Europe)), Perry Gourley (Freelance Journalist, Business, Freelancers), and Philip Sherwell (Freelance Journalist, Asia, Freelancers).

Note: If you are working within a List, the GDPR level changes will only show for this List. To change a level globally, makes the changes on the journalist profile page or in Search.

# GDPR Definitions

## Managing GDPR Levels - Journalist Profile Page

You can also amend the status of a journalist via the Journalist Profile Page.

Selecting the [? GDPR UNKNOWN](#) button allows you to amend the GDPR level using the [GDPR settings box](#), as with the list pages.

Select GDPR Status button

The screenshot displays a web interface for a journalist's profile. The top navigation bar includes links for Streams, Lists, Search, and Distribution, along with Log in as, Log out, and Help & feedback buttons. A search bar is also present. Below the navigation bar, the profile page for Perry Gourley is shown. The page has tabs for Biography, Coverage, Headlines, Activities, and Similar. The Biography tab is active, showing a profile picture of Perry Gourley, his name, and his title as a Freelance Journalist. A 'Briefing document' button is visible. The 'Current:' section lists his roles: Freelance Business Journalist and The Scotsman, Freelance Contributor. A 'Your notes' section with an 'Add note' button is on the right. A callout box points to a button labeled '? GDPR UNKNOWN' in the top right corner of the profile page.

Biography	Current:	Your notes
 <b>Perry Gourley</b> Freelance Journalist	Freelance Business Journalist The Scotsman, Freelance Contributor	

## Contact

If you have any questions

For any questions or if you need any advice, please contact our account managers, by email or phone:



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