Roxhill Media
GDPR User Guide

Roxhill

Contents

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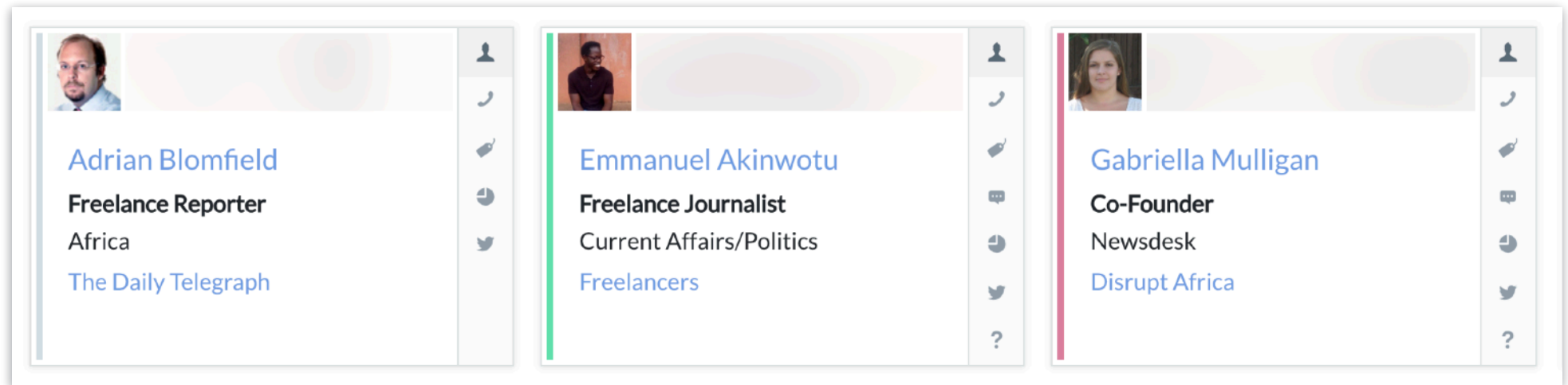
The global level is a top layer and overwrites list level. It is representative for your organisation as a whole and indicates that a journalist **does not want to be contacted** by your organisation at all.

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.

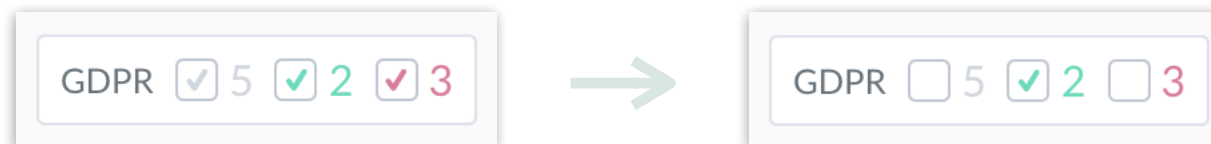In relation to GDPR, these cards will reference one of three colours, two of which you define:

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.

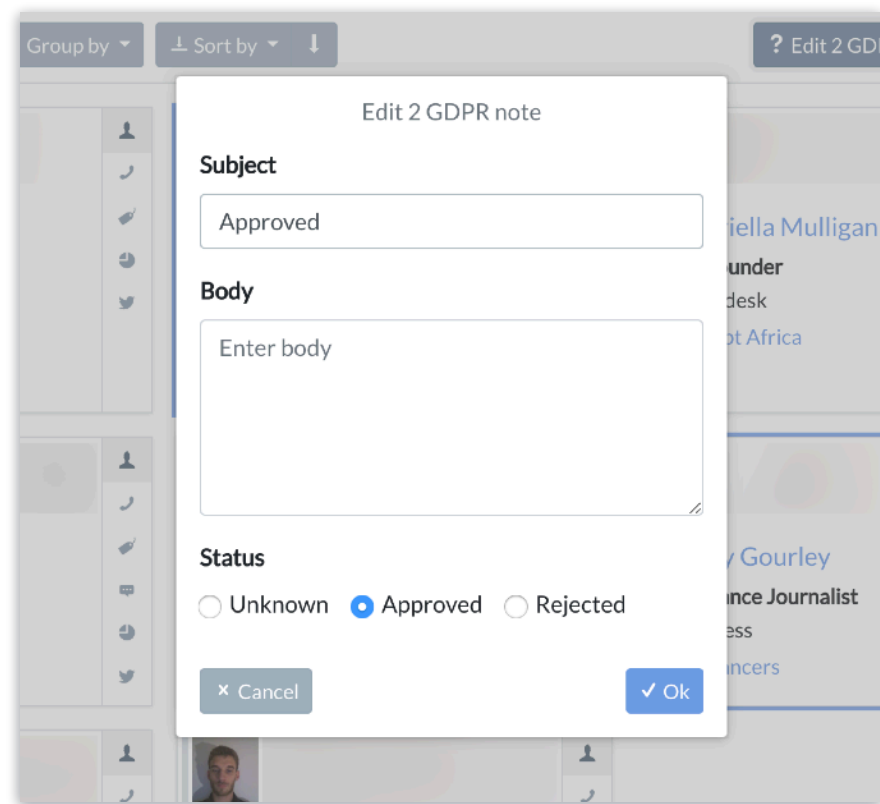# GDPR Definitions

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.

? Edit 10 GDPR note

Number of journalists selected.

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 <u>above</u>.

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

Contact

If you have any questions

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

help@roxhillmedia.com

+44 (0)20 3981 0010

Roxhill Media, WeWork No.1 Poultry, London, EC2R 8EJ