

# OPT-IN OPT-OUT

What you should know when you are using or collecting Italian addresses and data.

Addition to legal implications, acting as list broker we affirm that the opt-in and opt-out are also a criteria for the selection of lists when you recruit new prospects or clients.

The list broker is interested in the concept of opt-in / consent given to third parties. That is when an address and data were collected through an action expressed by ticking the box that takes the form and that authorize to transmit data to a third company for the sending of commercial advertising.

This is the condition required by law for telemarketing \* / fax / sms and email campaign (In Italy we call it dem).

\*) With the exception of the lists from the directories which we will discuss later.

It is suggested to collect e-mail with the double opt-in, for instance sending a communication by e-mail asking to verify your information and confirm the inscription with a return e-mail or clicking a specific link.

Instead, the opt-out is when a person while having the opportunity to take position against the rental of his data to third parties, does not exercise that option.

This scheme applies to postal addresses. There are some operators who deal with even the postal addresses with the rule of opt-in. They collect fewer records but they improve the quality of the list because it definitely will contact people interested in receiving advertising.

The privacy informative is always obligatory as to list the purposes of each data process.

Often Italian informative communicates to use data to send third commercial offers and omit the purpose to use data to enhance and append with other database.

The truth is that now, before entry into force the new European law , we notice the habit to use a single consent that incorporates various purposes ( including the rental of data to third parties). This is a borderline situation called “ informed consent”.

Delivery of data :

Postal addresses can be delivered to the final user or to the printer or to the merge/purge centre . A strict agreement engages the user about the correct behavior to manage data.

The supply must be deleted after the use (one time use) .

On the other hand email campaign are broadcasted by the list owner

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In Italy there is only one “ Robinson List” and has a special purpose linked to directories. “Registro delle opposizioni” contains about 1 million of phone numbers that have registered for not receiving commercial phone calls . For the avoidance of doubt remember that if a person / company gave consent (opt-in) to another site or through another coupon, then the register of the opposition do not need to because it is closely related and dedicated only to the data base unico ( directories ).

The data base unico (DBU), wanted by the law, is the set of subscribers to fixed telephony of the various companies that give telephony services. Few qualified firms have access to the data of DBU to be able to resell.

It is recommended that the match with the register of the opposition both to phone and to send a postal mailing.

And when a list is not present in the market? This is often the case in countries such as Turkey or Greece (with a separate chapter devoted to the nations can be

found in other white paper ) . In this case, you build a list of leads. The quickest way is to sponsor an online survey thus becoming co-owner of the data.

Data collection can also be done at a shop or other place, but on the net there are some companies that offer this service and above all, have organized the contest/concourse that attracts the attention of navigators (in Italy and throughout most of Europe contests most popular are organized by some firms).

If you are not interested in the co-ownership of the list and you want to discriminate then only after certain answers given by the navigation will require adherence to become part of a list or a specific permission to send commercial offer.

The weak point concerning an online form to participate in a contest is that it is difficult to ask for personal information; so we can target in a superficial way.