



Touchbutton

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Thank you, dear Reader

If you are reading this after the bank holiday weekend, well done; you have survived the great GDPR email frenzy, which finally reached fever pitch last Friday afternoon.

Plenty has already been written about a delicious and rare moment of consumer empowerment, with plaintive – and frankly rather wet – emails from businesses large and small saying “we don’t want to say goodbye” landing in the inbox on Friday. Did they not get the message? Earlier emails from them had made it clear that “no” meant “no”, so a last-ditch effort to keep one on the list, probably for eventual onward sale to someone else, did little to endear. Bitcoin Millionaires Club (sic), Personal Injury Claims Direct and Mahabis all bit the dust.

There were some curiosities in all this: first, it was extraordinary to witness how many large firms took the issue right to the wire, with emails being despatched late on Friday afternoon, ahead of a long weekend. If they were looking for positive affirmation replies, rather than relying on communications falling under “legitimate interest”, this was a risky strategy. Second, everyone probably received emails from businesses with whom they have never ever done business, and may never even have heard of. Proof, not that it was needed, that the sale of email lists is alive and well. What also jarred slightly was the absence of emails from organisations which typically know a great deal about us: doctors, dentists and apparently exempted organisations such as HMRC and the NHS. And what about overseas firms? Again, barely a peep, despite the international nature of the legislation.

Cost / benefit analysis is supposedly all the rage when implementing new rules and regulations nowadays. Goodness only knows the cost of implementing GDPR across the world, and whether it will actually make any great difference to the storage of our personal data. So, while today your inbox is remarkably clutter free, be sure to make the most of it.



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