

CONSENT & PREFERENCES BUILDING LASTING & TRUSTED RELATIONSHIPS

1 Summary



Empowering trusted relationships is paramount to the UK Committee for UNICEF (UNICEF UK) and putting supporters' data privacy and protection at the heart of the organisation is vital as they continue to make the world safe for every child in danger.

Marketing teams needed clarity on supporter consent and preferences. Compliance demanded the assurance that any changes were audited and evidenced easily. The data team needed a solution that integrated seamlessly to their existing infrastructure, including Salesforce. MyLife Digital delivered with its next generation consent and preference management platform.

2 Challenge

UNICEF UK have always provided consent and preference choices. However, after many years of system change, business strategy evolution and with new data protection and privacy laws afoot, it was time for a grounds-up review.

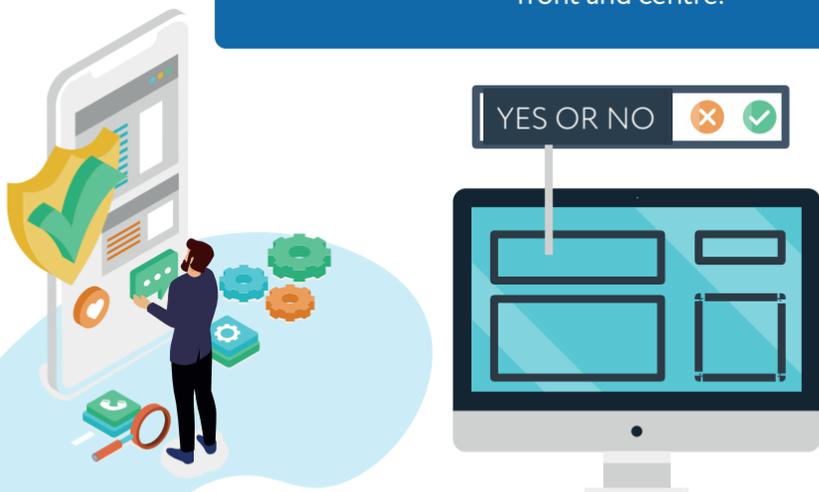
3 Goals

1 Reduce opt-out rate. Give supporters genuine choice, clarity and control of what they actually want and when they want it.

2 Ensure the supporter care team can simply and consistently manage supporter change requests and that the marketing team can easily uphold them.

3 Allow collection of consent and preferences across all supporter touchpoints in a centralised, consistent and controlled manner.

4 Ensure that data protection, privacy control and rigour is consistently front and centre.



As a result of flexibility for recording permissions introduced by MyLife Digital, UNICEF UK have seen a significant increase in the number of supporters giving consent to marketing depending on channel.

Vicky Johnson
Head of Supporter Care



4 MyLife Digital & UNICEF UK Working Together



Data Governance

Define the target consent and preference operating model.

Marketing

Analyse existing capture mechanisms, identify redundant and potentially conflicting options, define an operating model that can maximise supporter engagement.



Supporter Care

The 'out of the box' MyLife Digital Salesforce App meant CRM integration was simple and immediately provided the team with an easy to use interface to capture consent and preferences compliantly.



Fundraising Compliance & Data Protection

Configure the lawful basis for communication and a valid timeframe using the Define+ feature. All changes fully audited via Comply+ in line with the ICO guidance for consent capture and management.



System Developers

Connect to Salesforce CRM and alleviate existing system challenges and conflicts using the Consentric Salesforce App and Sync+ feature resolve time lag issues used for event timestamping and consent merging.

5 So, What's Next?

This will evolve to include self-serve capability for supporters to update their marketing preferences using the Collect+ and Personalise+ feature.



"MyLife Digital's Consent and Preference Management platform has offered a much more visually engaging interface which supports staff in quickly and easily understanding the marketing permissions we hold, with clarity on the lawful basis we're operating under and a detailed audit trail of all changes."

Katie Wood
Head of Fundraising Quality and Compliance