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## TRUST CENTRE

# Presspage GDPR FAQs

Practical answers for security, legal, and  
comms teams.



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## **What is the GDPR, and why does it apply to my relationship with Presspage?**

The GDPR stands for the General Data Protection Regulation. It came into force on May 25, 2018 and replaced the Data Protection Directive 95/46/EC.

It gives EU citizens more control over their personal data and sets rules for how personal data may be processed. Organizations must make sure personal data is collected legally, handled under strict conditions, protected against misuse, and managed in a way that respects the rights of data subjects.

The GDPR applies to organizations operating within the EU, organizations processing data within the EU, and organizations processing personal data belonging to people from the EU. Since Presspage stores all customer data, including personal data, in Germany, the GDPR applies to your relationship with Presspage, even if your organization is not located in the EU.

## **What data is processed by Presspage, and what is Presspage's role in that processing?**

There are two parts to this answer.

First, Presspage processes personal data needed to execute the agreement between you and Presspage. This includes personal information of your users, so they can create an account within our platform. Presspage is responsible for the way this data is processed and for doing so in line with the GDPR. More detail is available in our Privacy Statement.

Second, Presspage processes personal data that you upload to the platform.

For this data, Presspage acts as the processor and you act as the controller, using the terminology of the GDPR. The controller remains responsible for deciding the purposes and means of processing the personal data.

The GDPR requires a data processing agreement when there is a controller-processor relationship. For this reason, we cannot give you a pre-made text to add to your privacy policy. As the controller, you decide how the data is used, how long it is retained, which specific data is collected, and similar details. As the processor, Presspage provides the tools that allow you to control this data.

## **Why do we need to sign a Data Processing Agreement (DPA) with Presspage?**

All data stored in or uploaded to the Presspage platform by you is processed by Presspage on your behalf. When that data is personal data, it falls within the scope of the GDPR.

In that relationship, Presspage is the processor and you are the controller. Whenever this relationship exists, the GDPR requires both parties to sign a Data Processing Agreement (DPA), which sets out the obligations for processing that data.

## **Within the newsroom, I do not upload any personal data. Why do I still need to sign a Data Processing Agreement (DPA)?**

In principle, articles and editorial content are not considered personal data. But if an article contains information that can identify a data subject, such as contact information, an email address, or a phone number, that information is personal data

and a DPA is required.

The same applies when the Contact Information module is used. This module involves uploading personal information, which Presspage processes in the platform on your behalf. Because personal data can be processed easily in day-to-day newsroom activity, we require a DPA to be signed.

### **I am making use of Presspage Mail. Do I need to sign a Data Processing Agreement (DPA)?**

Yes. With Presspage Mail, personal information is processed by Presspage on your behalf. This includes contact details uploaded in this section. Because personal data is being processed, a DPA needs to be signed.

### **How do widgets on our platform comply with GDPR?**

Visitors to your newsroom should be informed about widgets and how they work. Some third parties place cookies themselves so visitors can share newsroom content on social media networks.

Visitors should be given the opportunity to decline these cookies. If they decline them, the related functionality may not work, or may not work as expected. Any data collected through these cookies is stored according to the privacy policies of the relevant third parties.

Presspage includes this information in our cookie notification. Please see the article about cookies for more information. It remains your responsibility to notify visitors about these third-party cookies.

## **Which technical measures have been put in place to ensure security by Presspage?**

Presspage is bound by the provisions of the GDPR.

Among other things, the GDPR includes provisions for actions to be taken in the case of a personal data breach and minimum requirements for securing and protecting personal data. In practice, this means we must notify you without undue delay about any data breaches and take all reasonable measures to prevent or limit any further violation of the GDPR. It also means we must maintain a level of security that is appropriate to the risk and compliant with GDPR requirements.

Presspage has adopted the following security measures:

- Personal data is only processed for the agreed purposes.
- Personal data in Presspage's database is encrypted at rest and in transit.
- Personal data can be accessed using username and password. There is a password policy in place.
- Passwords must be at least 10 characters long and meet 3 of the following requirements: contain at least 1 uppercase letter, contain at least 1 lowercase letter, contain at least 1 number, contain at least 1 special character.
- Passwords need changing every ninety (90) days.
- Real-time protection anti-virus, anti-malware and anti-spyware software is used.
- Automatic software updates are in place.
- Employees are obligated in writing not to use information or data for other purposes.
- A non-disclosure agreement is signed.

## **Will the platform automatically remove unsubscribed contacts?**

No. Unsubscribing is not the same as exercising the right to be forgotten.

When a contact unsubscribes, they are opting out of receiving emails from your organization. That does not mean their personal data is automatically deleted.

A deletion request under the GDPR, also known as a right to be forgotten request, is different. It means a contact is asking for all their personal data to be permanently erased.

To help make sure unsubscribed contacts are not accidentally re-added and emailed again, the platform saves their data together with their unsubscribe status. This approach is compliant with the GDPR under the legal basis of legitimate interest, specifically the interest of avoiding unwanted communication and ensuring compliance with opt-out requests.

If a contact wants to be fully removed, they must formally request deletion through the customer, meaning the data controller. This is considered a different type of request under the GDPR.

Presspage provides several safeguards to make sure contacts who have opted out are not emailed again:

- **Unsubscribe status:** Contacts who unsubscribed are automatically flagged. The platform will not send out any Email campaigns to those recipients.
- **Inquiry Only Status:** Contacts added through Inquiries, rather than campaigns, are marked as Inquiry Only. These contacts have not opted in and cannot be emailed.

- **Unsubscribe insights:** In Campaign Statistics, under Sent Campaigns, you can see who unsubscribed at campaign level. In any of the Contacts dashboards, you can filter by the Status Unsubscribed.
- **Delete Contacts:** You can delete contacts. If they have the Unsubscribed status, this status remains with the email address, even if it is re-added to the platform.

To remove unsubscribed contacts, use the filter box to filter by Status > Unsubscribed. Select the unsubscribed contacts and click Delete. This removes the contacts from the platform.

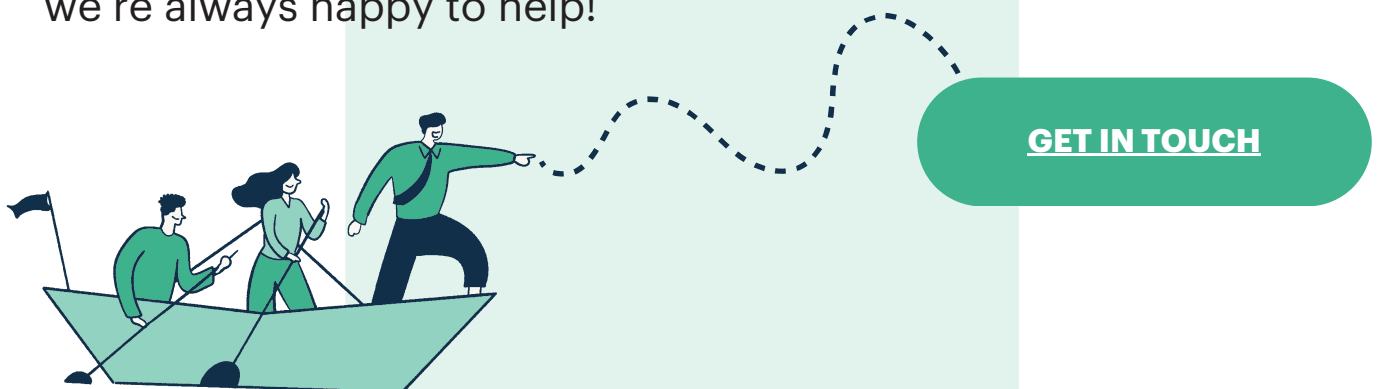
As the data processor, Presspage makes sure technical safeguards are in place to enforce opt-out preferences.

As the data controller, it is the customer's responsibility to decide:

- Whether unsubscribed contacts should be retained.
- How to handle requests for full deletion.

## Still have a question?

Feel free to reach out to our team, we're always happy to help!



# Thank You!



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