

GDPRWise for Resellers

RUNBOOK v1.1 - Nov 2020

A reseller guide to get the most out of GDPRWise

1. Register & Get Familiar
2. Select the first set of clients
3. Create your commercial proposition
4. Reach out to your customers
5. Initiate customer GDPRWise Dossier
6. Get feedback from your client
7. Stay involved
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1. Register & Familiarise yourself

A. Set yourself up as a reseller

⇒ Create your reseller account on <https://GDPRWise.eu>

B. Use GDPRWise for your own company

⇒ Get experienced using GDPRWise

⇒ express trust in GDPRWise towards your clients



2. Select the first set of clients

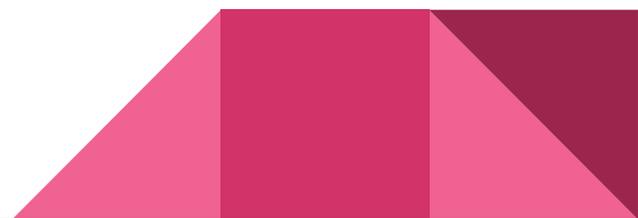
All organisations need to get their GDPR in order. That said, to get started, we recommend you target those which are most likely to respond positively. Feel free to use some of the pointers below:

- a. It's a legal obligation
- b. It is no different than VAT returns, Tax returns, Yearly financial statements, UBO register... something you need to do to stay out of trouble with the authorities
- c. If your GDPR is not ok, you risk fines
- d. GDPR is increasingly becoming a factor in employee litigation
- e. An increasing number of customers are aware of GDPR and their rights
- f. With COVID more customer and staff interactions moved online

3. Create your commercial proposition

GDPRWise gives you 4 revenue opportunities:

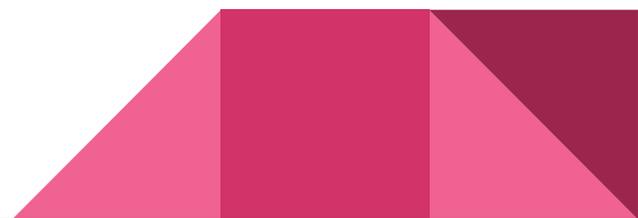
1. Revenue for the work performed around getting your customer on GDPRWise and their GDPR dossier build-up
2. Revenue for offering “GDPR Coordinator” like services i.e. being the go-to-point for privacy related questions and challenges for your customer
3. Revenue for periodic review of the GDPR dossier
4. Revenue opportunity for any GDPR follow-on work e.g. contract reviews



3. Create your commercial proposition cont.

GDPRWise gives you every opportunity to make the service affordable to your end-customer:

- a. GDPRWise gives you pre-filled dossiers based on the sector, so 80% of the content should be there
- b. The pre-filled content allows you to de-skill and gets through it quickly, no need to put senior advisors on the front line here
- c. You are using a thoughtfully designed tool with well-defined outcomes, not working in an unpredictable consultancy setting



3. Create your commercial proposition cont.

Make it easy for your customer to get peace of mind.

- a. If possible offer a fixed price and communicate that price in advance
- b. If you use an hourly rate, give a solid estimate on the number of hours you will use. Do try to set a maximum
- c. Clearly separate the software subscription cost

Remember, you are working on the GDPRWise setup with defined outcomes, not consulting about how your client's operations should run or change

4. Reach out to your customers - sample email 1

Hello,

I am reaching out to you with respect to a commercial offering we have introduced. We have launched a 'Get Your GDPR in Order' service to address a growing need with see with our customers.

Apart from GDPR being a legal requirement for all firms, we see it increasingly becoming a factor in both labour and customer disputes. With COVID we have seen a lot of our customers increase their risk profile by moving more interactions online.

We would like to assist you in getting your GDPR in order and have developed a fixed price offer to do so with the help of a specialist GDPR software platform. After we have set up your GDPR dossier on the platform we will provide you access so you can choose to take it forward by yourself, or we can continue to support you by acting as your GDPR Coordinator when your customers or staff would challenge you.

<insert commercials here>

<Make reference to your privacy policy here and offer clients an opt-out.
Check our knowledge base for the details on the Direct Marketing topic>

4. Reach out to your customers - sample email 2

Hello,

You are most likely aware of the fact that since 2018 all firms need to be GDPR compliant. Just as so many others, you have already thought about it, but have not yet taken all the steps necessary to get peace of mind about GDPR.

Up until now, most available solutions were expensive, needlessly complicated or both. But now we have good news. We have launched a 'Get Your GDPR in Order' service to address the GDPR problem.

We would like to assist you in getting your GDPR in order and have developed a fixed price offer to do so with the help of a specialist GDPR software platform. After we have set up your GDPR dossier on the platform we will provide you access so you can choose to take it forward by yourself, or we can continue to support you by acting as your GDPR Coordinator when your customers or staff would challenge you.

<insert commercials here>

<Make reference to your privacy policy here and offer clients an opt-out.
Check our knowledge base for the details on the Direct Marketing topic>

Potentially include in the email that customers with existing privacy policies can use the GDPRWise Policy Checker to discover any gaps.

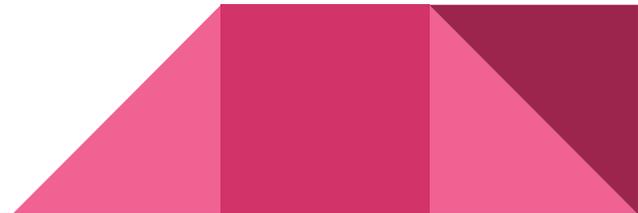
Let your clients see for themselves their status is not ok, by running their privacy policy through the GDPRWise privacy policy checker

<https://gdprwise.eu/policy-checker/>



5. Initiate customer GDPRWise Dossier

- A. Get confirmation of your client's sector and have the client confirm if they have employees
- B. On GDPRWise create an account for your client, choose the right sector and confirm & refine the processes we preselected
- C. If you already have additional information about the way your client works add processes and systems to reflect their business reality



5. Initiate customer GDPRWise Dossier cont.

D. Every business works with a similar set of outside partners: HR benefit processor, lawyer, accountant, insurance broker/agent, IT support firm etc.

Ask your client for the company name, address and email of those so you can set those up as third parties in the GDPRWise Third Party Dossier.



6. Get feedback from your client

The work you have done by now will amount to a solid core of content.

Have a meeting or call with your client, to get validation and to refine

⇒ Try to avoid jargon. Don't say "What do you store during the client intake process?", but say "When you get a new client, what basic info do you get about them?"

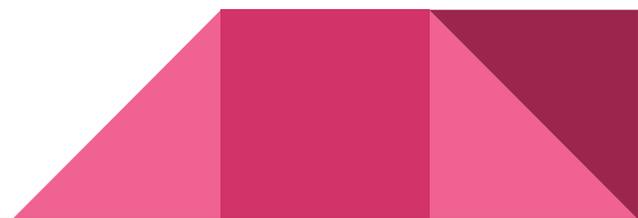
⇒ For each sub-dossier on GDPRWise, go through the Consider Adding section to confirm you have all relevant processes and systems captured

6. Get feedback from your client cont.

⇒ For every process in the dossier ask if this is how the client operates and which data items they use. Add or delete data items as needed

⇒ After running through the processes, ask if their workflow has any other process that hangs off those and add accordingly

⇒ We recommend you double-check the info you obtain about staff with the HR benefit processor or the social accounting secretariat



7. Stay involved

As you are nearing the end of the process we suggest you think about the future now. Will your involvement end with the production of the deliverables, or do you want to stay involved?

Nothing stays constant, your customer's operations evolve, the regulatory landscape evolves etc. You can remain the go-to-person for your client.

GDPR will regularly confront your client with requests from their customers. You can remain the go-to-person for assistance.



7. Stay involved: maximise your revenue

A. When you hand over the account to your client, offer a subscription-based maintenance contract and remain dossier coordinator. This will anchor your client and increase their loyalty to you.

⇒ You will follow up on the alerts and news items

⇒ You will warn and instruct your client if there is anything they need to do

⇒ You will give them peace of mind



7. Stay involved : maximize your revenue

B. Your clients want to focus on their core business. They would love for someone to take all GDPR related questions off their hands. Why not propose to your client to become their GDPR coordinator.

⇒ you can easily insert your dedicated privacy email address into the privacy policy downloaded on GDPRWise. So all privacy related questions from your client's customers come to you directly.

⇒ We suggest you set up a subscription-based contract with your client, where you charge a fixed amount for a basic service package (e.g. 10 requests per month), and a price per surplus request you handle.

7. Stay involved : maximize your revenue

C. Clients love a one-stop-shop

⇒ Read up on GDPR related issues

⇒ Concentrate on the issues regarding the profiles you service. If you only help webshops, don't lose yourself in the details of access to medical files.

⇒ Remember, your client will most likely turn to you first. If you can help them, they have no need to look anywhere else.

⇒ Use the GDPRWise tool to anchor your clients, even for non GDPR related items.

8. Intelligently reach new clients

Your client will use the documents you assembled through GDPRWise on their website, as attachments to their mails, as fine print on their contracts, etc. Make sure you are as visible as possible on those documents. The customers of your client may be impressed and may want this service for themselves. If your name is visible, these customers may reach out to you.

⇒ As your client's privacy policy just underwent major changes, it is best practice to inform existing customers of these changes and send them a link to the new policy, revised T&Cs or other contracts you revised (using BCC!).

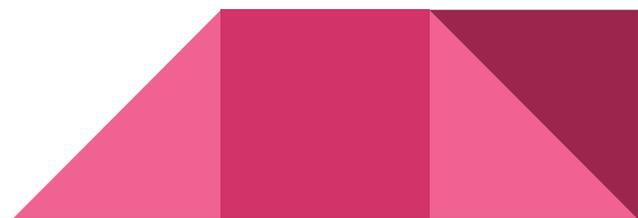
⇒ provide your client with a mail template mentioning “this privacy policy was developed by xx.yy@reseller.eu (your email) using GDPRWise.eu”

9. Stronger together

At GDPRWise.eu we are constantly looking to improve.

If you have any feedback, comment or suggestions on how to improve or extend our offering, please let us know.

We are stronger together!





<https://GDPRWise.eu>

Get your GDPR in order, in no time!