GET YOUR INBOUND CALL CENTER GDPR COMPLIANT

Six important steps
(there are others...)

1 PROVIDE INFORMATION

A simple automated message at the start of the call referring callers to a URL, or to hear more details in a recording: "...this call will be recorded to ensure we're able to provide and improve service, as well as for training, monitoring, and fraud prevention. For more information about how we use and protect your data, please read our privacy policy at www.company.com/policy, or press 9 for more details".

2 DATA MINIMIZATION

Call centers collect data. Lots of data. Take a close look at the structured data you save, probably to your CRM. You may need the name and company of the caller, but may not need their age, gender and location. Retain data no longer than, say 12 months.
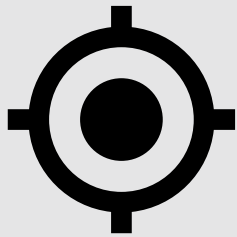
3 PURPOSE LIMITATION

Data collected for customer support can only be used for that. Not marketing.

4 DATASEC AND ACCESS

Run a datasec review of the call center, especially as they are often remote, external, and connect with core company systems. Review and document access to recorded calls and your CRM, and make sure it is on a need to know basis.

5 TRAINING

Call operators need to be prepared for queries in relation to the company's data protection, and specifically to deal effectively with DSARs. Prepare material (cheat sheets etc) and run a training session.

6 ANNUAL AUDIT

Though the call center may be an external provider, they are interacting directly with the data subject, and in many cases the data subject will not experience the call center as a third party, but as a part of your service and brand. This requires a more comprehensive audit than an ordinary processor would.