

## **PRESS RELEASE.**

Sensorpro announce a new capability to help marketing teams meet GDPR requirements.

Now Marketers can easily design a Subscriber experience with signup forms, welcome emails and website code that can be used right away.

"GDPR is important to our pan-European deployment" said Sam Giles, Applications Analyst at WD40 "The Sensorpro GDPR capability with multi-language Signup forms & Subscriber activity dashboard are important tools that help compliance requirements."

### **The Sensorpro GDPR module includes:**

- ▶ Intuitive form & welcome email designer
- ▶ Templates for Bootstrap, Wordpress and popular web frameworks.
- ▶ Automated notification of new Subscribers
  
- ▶ Deploy forms & email in multiple languages
- ▶ Tag subscribers as they sign up
- ▶ Know which form a subscriber used
  
- ▶ Automatically send reminders when activation email not opened
- ▶ Send subscribers to custom landing page after signup
- ▶ Deploy form as pop-up, button or a custom page location
- ▶ Automatic Data retention option
  
- ▶ Unsubscribe confirm email includes re-subscribe option
- ▶ Complete audit trail of all Subscriber activity
- ▶ Subscriber tool for Proof of consent and right to be forgotten
  
- ▶ REST API Endpoint
- ▶ Survey tool option to anonymise survey response
- ▶ Data at rest encryption option

"Brands that meet GDPR requirements create a better experience for an individual in the EU and end up on the right side of trust" said Chris Byrne, CEO of Sensorpro.

To start using the new capability visit <https://sensorpro.net/gdpr>

**About Sensorpro**

Sensorpro is a marketing technology platform to grow your business with messaging & feedback. Made and hosted in the EU. ISO27001 Data center based in Dublin, Ireland. Customers include leading brands and Governments including WD40, KPN Netherlands and the Post office.

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