

# A guide to winning work

## Approaching potential clients and GDPR: What you need to know'

### HOW TO APPROACH CLIENTS

If your potential clients are companies, email can be an effective way to contact them. You can send emails to people without their prior consent, as long as the person you're emailing represents a corporate entity.

Make sure that...

1. The email recipient owns or works for a limited company or a plc (don't send unsolicited emails to sole traders, partnerships, or private individuals)
2. The topic of your email is relevant to the work they do for that company
3. Their email address belongs to that company (don't use their Gmail or Yahoo address for example)
4. You include your valid business address and don't conceal your identity
5. You provide an easy (free of charge) way for the person to opt-out of receiving further communications from you
6. You keep a list of people who have asked not to receive further communications and you screen it to make sure you don't continue to contact them.

By sticking to these guidelines you'll stay on the right side of most international direct marketing rules, including the UK, the US and the European Union's GDPR regulations.

### EMAILING NON-CORPORATE CUSTOMERS

If your potential clients are sole traders, unincorporated partnerships or private individuals, it becomes a bit more complex because you need to take into account the regulations regarding privacy and data protection. These vary according to the country where your potential clients are based. For example, if the person you're emailing is based in an EU country, you are subject to the GDPR regulations, even if you're sending the email from outside the EU.

A good place to keep track of the UK rules is the Information Commissioner's Office ([ico.org.uk](http://ico.org.uk)), which provides detailed guidance on direct marketing here: [ico.org.uk/media/for-organisations/documents/1555/direct-marketing-guidance.pdf](http://ico.org.uk/media/for-organisations/documents/1555/direct-marketing-guidance.pdf)

Most countries have a Direct Marketing Association where you can check the rules specific to that country. For example, in the US it is [thedma.org](http://thedma.org).

If all this sounds daunting, a general principle to keep in mind is that email marketing to individuals requires consent before you contact them. For example, you can gain consent by attracting visitors to your website, where they can opt-in to receive further communications from you. That way you can build a list of subscribers who have given their consent for you to email them.

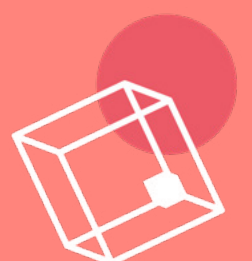
Make sure it's a genuine 'opt-in'. That means that people should actively choose to receive your communications by entering their email address and ticking a box saying they consent to it. Don't try sneaky ways to gain their consent, for example by having a pre-ticked box – that is frowned upon by regulators. Also, make sure the consent is given directly to you and not to a third party provider, such as a list reseller. There are plenty of tools to make the process less onerous.

Wix also integrates with email marketing tools such as [mailchimp.com](http://mailchimp.com), which helps you run global email marketing campaigns that are compliant with anti-spam laws across the world.



### IMPORTANT:

You can be fined for breaching the privacy of individuals and failing to protect their data properly, so it's essential to stay on top of the regulations for each country where your potential clients are based.



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