

GDPR

Go Forth and Be Compliant.

May 2018

EARNEST

We all love working on the creative, award-winning stuff.

But those awards won't count for much if we mess up on the basics.

On things like GDPR.

Sure, it's dry as hell – but it's the law, so it's really important we know how it affects us and our clients.

Besides, at its heart GDPR is about trust, transparency and doing right by people.

And that's very Earnest.

What's not very Earnest is how GDPR's written – unclear and open to interpretation.

So we've come up with a checklist to help make sure we don't drop the ball.

Keep it handy and take a look whenever you think you're entering GDPR territory.

If you're unsure about anything, please just ask – much better you double-check than take a punt.

