

Choose Leads Compliance Process

DUE DILIGENCE FORMS

- All new suppliers must pass the due diligence process before any data is purchased. A form with an extensive set of questions will be sent to sources to complete and they will be requested to provide a number of policies.
- Telephone sources must also provide sample call recordings, and online sources must provide any site URLs for auditing.
- Choose Leads will then make sure that certain compliance standards are met. This includes ensuring sufficient information is provided, making sure sources have an ICO number, or if the company is overseas, they must fill out a model clause document to ensure compliance with the GDPR.

MONTHLY AUDITS

Telephone Survey:

- On a monthly basis 5 call recordings from each supplier for each campaign are audited.
- It is ensured that the opt in is always clear, and that data subjects can be heard providing a positive action before the call continues.
- It is also audited on whether survey questions are being asked correctly and ensuring data subjects are informed of how they can withdraw their consent if they ever wish to do so.

Online:

- To monitor online sites, every month screenshots are taken of the opt in and sponsors list/or specific brand sponsored question to document the client's brand being listed.
- Online privacy policies are also screenshot as and when they are updated to keep for records.

FEEDBACK REPORTS

- After auditing a comprehensive feedback report is then produced, including scores and comments on the quality of the call recordings/sites.