

Guidelines for Consent

GDPR sets a high standard for consent.

- Doing consent well should put individuals in control, build customer trust and engagement, and enhance your reputation.
- Check your consent practices and your existing consents. Refresh consents if they don't meet the GDPR standard.
- Consent means offering individuals genuine choice and control.
- Consent requires a positive opt-in. Don't use pre-ticked boxes or any other method of consent by default.
- Explicit consent requires a very clear and specific statement of consent.
- Keep your consent requests separate from other terms and conditions.
- Be specific and granular. Vague or blanket consent is not enough.
- Be clear and concise.
- Name any third parties who will rely on the consent.
- Make it easy for people to withdraw consent and tell them how.
- Keep evidence of consent – who, when, how, and what you told people.
- Keep consent under review, and refresh it if anything changes.
- Avoid making consent a precondition of a service.
- Public authorities and employers will find using consent difficult.
- Remember – you don't always need consent. If consent is too difficult, look at whether another lawful basis is more appropriate.