1. Establish if you deal with **Sensitive Data**.
   Racial or ethnic origin, political opinions, religious beliefs, trade union membership, health or sexual activity.

2. **MAKE YOUR FEEDBACK PROCESS CUSTOMER-CENTRIC**
   Right time • Right questions • Guaranteed follow-up

3. **PRIVACY POLICY**
   Make it “concise, transparent, intelligible and easily accessible”, mention that you ask for feedback.

4. **PROCESSORS**
   (Anyone who helps you deal with feedback)
   Vet their privacy & security policies; get GDPR-compliant contracts in place.

5. **Lawful processing.**

   **Do you deal with sensitive data?**
   You need **explicit consent** to ask for feedback, at the point you first collect data.

   **Otherwise...**
   Processing is in your ‘legitimate interests’.

   **Unless...**
   You want to use the feedback for online reviews. Get **unambiguous** consent for this at the point feedback is given.

   (Explicit consent if you’re dealing with sensitive data)

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