

# How you can achieve GDPR compliance with iPECS Call Recording

Authorised Reseller

**iPECS**  
AN ERICSSON-LG BRAND

## The Challenge?

Most businesses are aware of the new GDPR laws that come into effect on 25th May 2018, but how can you make better use of your telephone system to help you remain compliant?

Lets start with the basics, you will need a lawful reason to be collecting personal data from your clients. This information can be name, address, telephone number or ID numbers. Although the requirement to have a lawful reason to process the personal data of your clients is not new, it puts more importance on businesses being accountable and transparent about collecting data.

Although there are six lawful bases for data processing in the GDPR, we will concentrate on the first, **Consent**. You will need to have consent from your clients for you to process their personal data.

As a business, you will often get telephone enquiries from people asking about your goods and services. If a client phones in to your business and wants to for example, book an appointment with you, you will need to take down their personal information in order to get them onto your system and confirm the booking. Under the new GDPR you will now need to have evidence of clear consent that your clients are allowing you to process their personal data. The GDPR states that:

**'The request for consent must be given in an intelligible and easily accessible form, with the purpose for data processing attached to that consent.'**

How do you currently gain consent? Do you wait for their response to an email request, which may never come, do you send out letters in the mail? Both of these methods are time consuming and therefore costly. What if you could request consent over the phone and that conversation is automatically recorded, able to be retrieved quickly if opt-in evidence is required? What if this was applied to all inbound and outbound calls?

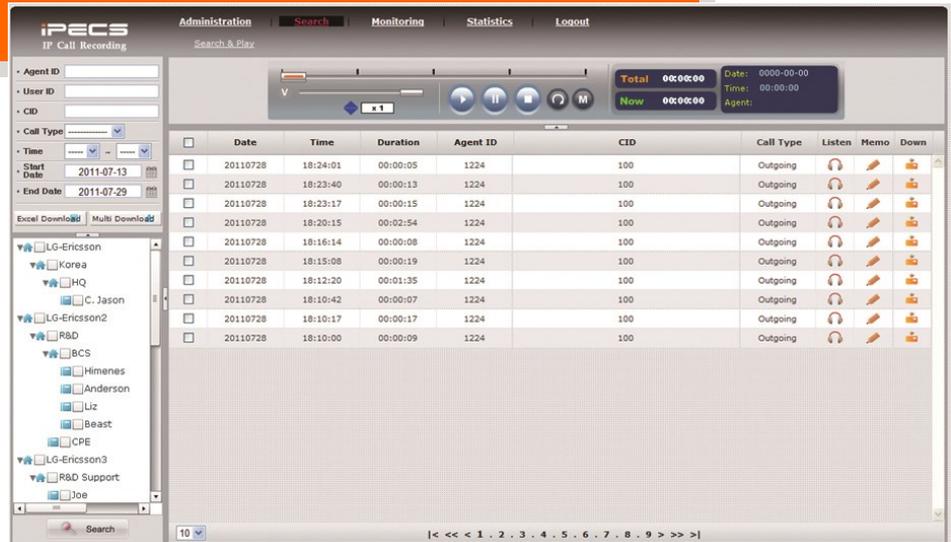
Network Digital Communications provide a simple and robust call recording solutions called iPECS iPCR (IP Call Recording). The system integrates seamlessly with the Ericsson-LG iPECS phone system platform optimized for small and medium sized offices and contact centres.

You then have a record of your compliance with the new law and clear consent from your clients.

This recording can be stored for as long as you like (provided you have made it clear to your customers why you need to retain it) and can be listened to as many times as you need. It can also be emailed in case you need to send proof of consent.

**\*\*\* SPECIAL OFFER \*\*\***

**Network Digital are offering 10% off the iPCR system for the first 90 days following the GDPR release (26th May 2018— 23rd August 2018)**



Above: iPECS iPCR (IP Call Recording)

Call Network Digital on 023 8047 5900 or alternatively email  
info@networkdigital.co.uk