

Lead Retrieval

By Fira Barcelona

Convert leads into qualified business opportunities in real-time



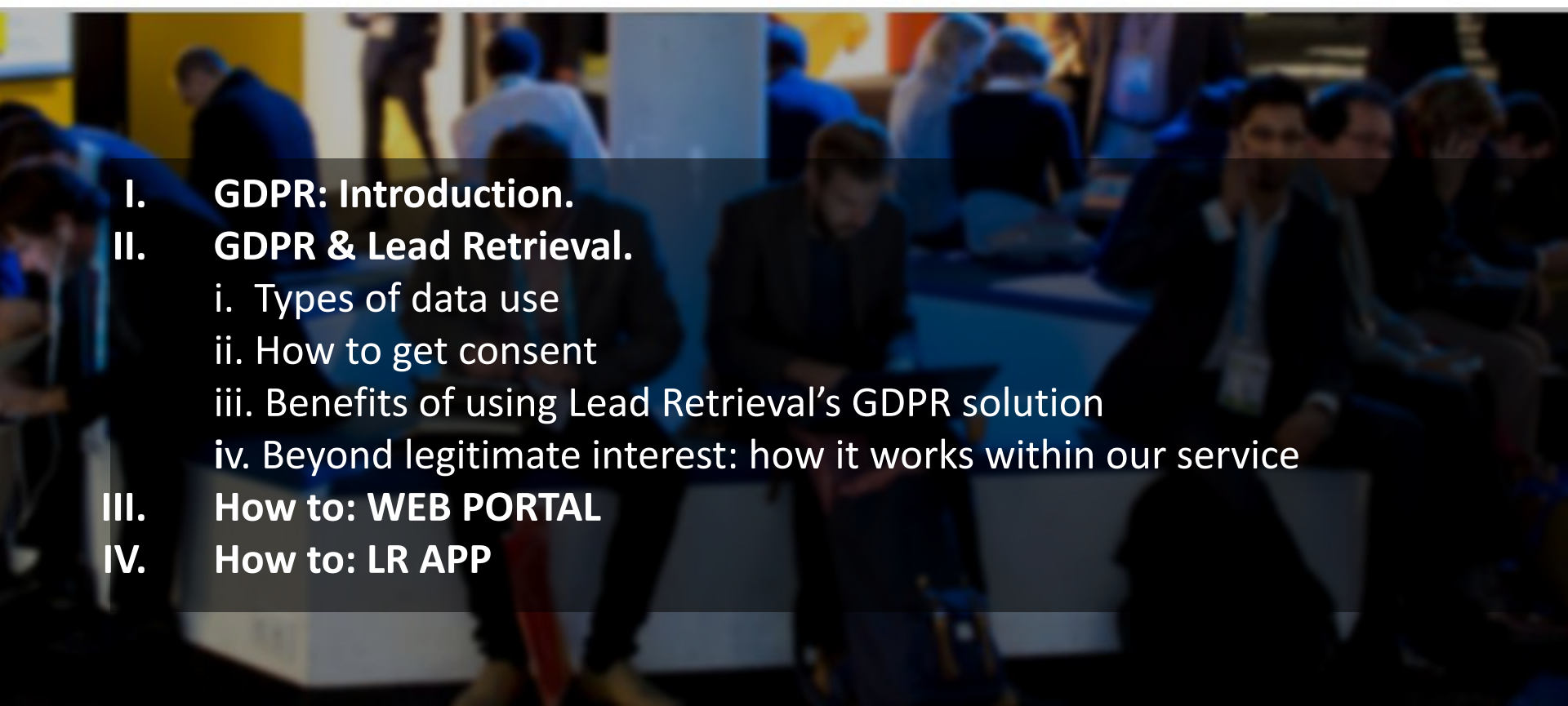
**PARA ESPAÑOL
HAGA CLICK AQUÍ**

**FOR ENGLISH
CLICK HERE**

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- I. **GDPR: Introduction.**
 - II. **GDPR & Lead Retrieval.**
 - i. Types of data use
 - ii. How to get consent
 - iii. Benefits of using Lead Retrieval's GDPR solution
 - iv. Beyond legitimate interest: how it works within our service
 - III. **How to: WEB PORTAL**
 - IV. **How to: LR APP**

What is GDPR?

The General Data Protection Regulation 2016/679 is a regulation in EU law on data protection and privacy for all individuals within the European Union and the European Economic Area. It also addresses the export of personal data outside the EU and EEA areas

[For more information about GDPR click here](#)

I. Types of data use

1

Legitimate Interest ([art 6.1.f](#))

In case of a simple exchange of information with the goal of sharing specific info related to the context in which the data was shared, just like would be the case when sharing business cards, the visitor's act of allowing their badge to be scanned implies the consent needed for this limited communication. An example of this use: sending a one time email with a catalogue the visitor showed interest in.

2

Beyond legitimate Interest

In case the client would like to include the visitor in a more extensive marketing campaign, share their data with a third party or use their data beyond anything that would be seen as legitimate use, the client would need to get consent from the visitor. An example of this use: you would like to include the visitor in your newsletters.

In case of doubt, please review your GDPR obligations with your legal team.

ii. How to get consent

1

Legitimate Interest [\(art 6.1.f\)](#)

Just a reminder: the fact that the visitor allows you to scan their badge to retrieve their data implies consent for legitimate use of the data.

2

Beyond legitimate Interest

1. You can use a legitimate first contact email after the event to request consent from the visitor.
2. You can ask for consent right when scanning the visitor by letting them fill out our GDPR pop-up (set up by you with according to your specific needs)

iii. Beyond legitimate Interest: Advantages and disadvantages

To help you decide which solution suits you best during the event we present you the pros and cons of each solution:

1. Post-event Email

Pros:

- You don't have to worry about consent during the event
- The scanning process is quicker

Cons:

- You have to use your first post-event email to gather consent
- Your first email will be less focused

2. In-App Solution

Pros:

- You can record consent while face to face with the visitor
- You can clear up any doubts and convince the visitor of the value of your campaign
- The quality of your leads improves
- As a result your first email will reach its audience directly

Cons:

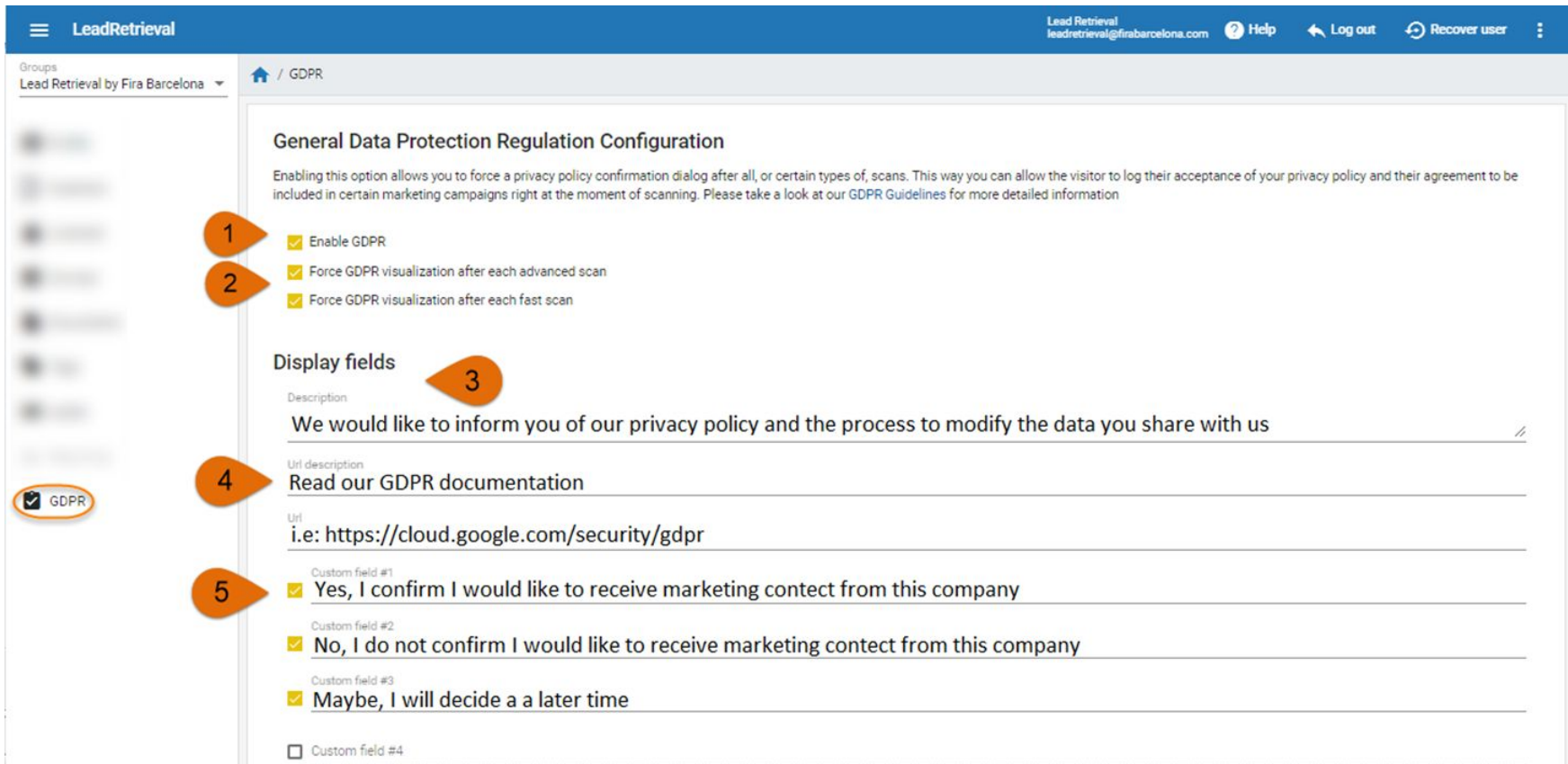
- It takes a little bit longer to scan each visitor

iv. Beyond legitimate Interest: How it works within our service

The GDPR function is represented on both the **WEB PORTAL** and the **LR APP**.

- On the **WEB PORTAL** you can enable the GDPR feature of the LR APP for everybody you scan or just people you scan with Advanced Scan. Here you can prepare a short description of your policy, a link to the full text, as well as a maximum of 4 check-boxes that you can customize to suit your needs. The choices of your visitors will be reflected in the LEADS and SCANS exports.
- Using the **LR APP**: If you have the service activated a pop-up will appear with the information you have prepared. This pop-up **MUST** be manipulated by the visitors themselves in order for the information to be valid. They will see the short description you prepared, they can read the document the link refers to and send that same link to themselves by email. After reviewing the conditions they can check or leave unchecked any checkboxes they want and submit their answers before returning the device to you.

III. How to: WEB PORTAL



Lead Retrieval
leadretrieval@firabarcelona.com Help Log out Recover user

Groups
Lead Retrieval by Fira Barcelona / GDPR

General Data Protection Regulation Configuration

Enabling this option allows you to force a privacy policy confirmation dialog after all, or certain types of, scans. This way you can allow the visitor to log their acceptance of your privacy policy and their agreement to be included in certain marketing campaigns right at the moment of scanning. Please take a look at our [GDPR Guidelines](#) for more detailed information

- Enable GDPR
- Force GDPR visualization after each advanced scan
- Force GDPR visualization after each fast scan

Display fields

Description
We would like to inform you of our privacy policy and the process to modify the data you share with us

Uri description
Read our GDPR documentation

Uri
i.e: <https://cloud.google.com/security/gdpr>

- Yes, I confirm I would like to receive marketing contact from this company
- No, I do not confirm I would like to receive marketing contact from this company
- Maybe, I will decide a a later time
- Custom field #4

1. Enable GDPR
2. Make GDPR mandatory on Advanced scan
3. Make GDPR mandatory on Fast scan
4. A small summary/description
5. An URL and its description (the full text of your privacy policy for example) that can be opened in the app
6. Different checkboxes to use depending on your own needs.

*Unchecking the first box (1) will reset the whole form

III. How to: WEB PORTAL

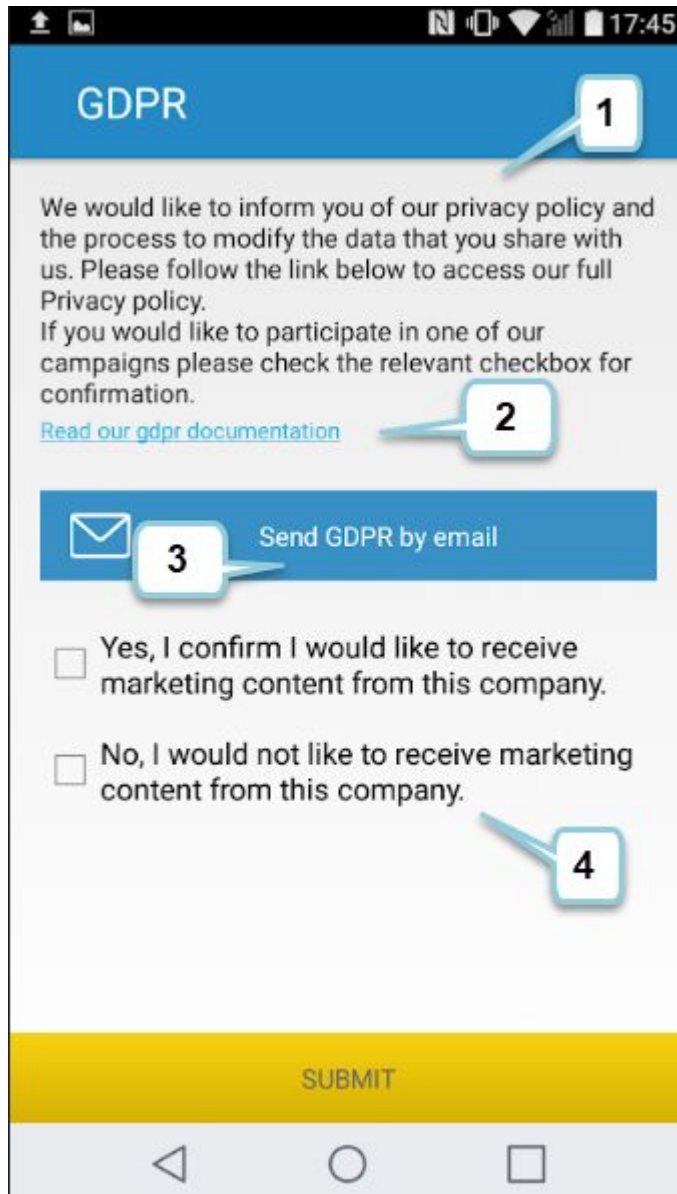
This is how it will show up once you download your scans/leads in an excel file.

O	P	
ment	GDPR check 1- Yes, I confirm I would like to receive marketing content from this company.	GDPR check 2- No, I would not lik
	Checked - Yes, I confirm I would like to receive marketing content from this company.	

*Please keep in mind that:

- **In Leads**, the GDPR answer will be the latest (if the person is scanned more than once, the last answer will be the one recorded in the leads Export)
- **In Scans**, the GDPR answer will be the one that belongs to each scan (if the person is scanned more than once, each scan will show its corresponding answers)

IV. How to: LR APP



1. Summary as set up in the web portal.
2. Link (URL) as set up in the web portal.
3. Sending an e-mail with the summary + url.
Example of e-mail:

Dear,

As requested, we provide you with the following information from [redacted]:

[redacted] like to inform you of our privacy policy and the process to modify the data that you share with us. Please follow the link below to access our full Privacy policy. If you would like to participate in one of our campaigns please check the relevant checkbox for confirmation. **Link to URL**
[https://1\[redacted\]](https://1[redacted])

Thank you for using our service,
Lead Retrieval by Fira de Barcelona

Please do not respond to this email.
To get in contact with [redacted] please write to [redacted] **Your name + e-mail**

4. Different checkboxes as set up on the web portal.



On the event page--> [en/lead-retrieval](#)



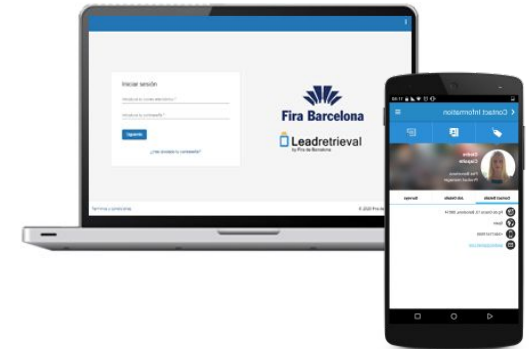
leadretrieval@firabarcelona.com



+34 93 233 27 73



Call Center schedule: **9AM to 18PM daily.**



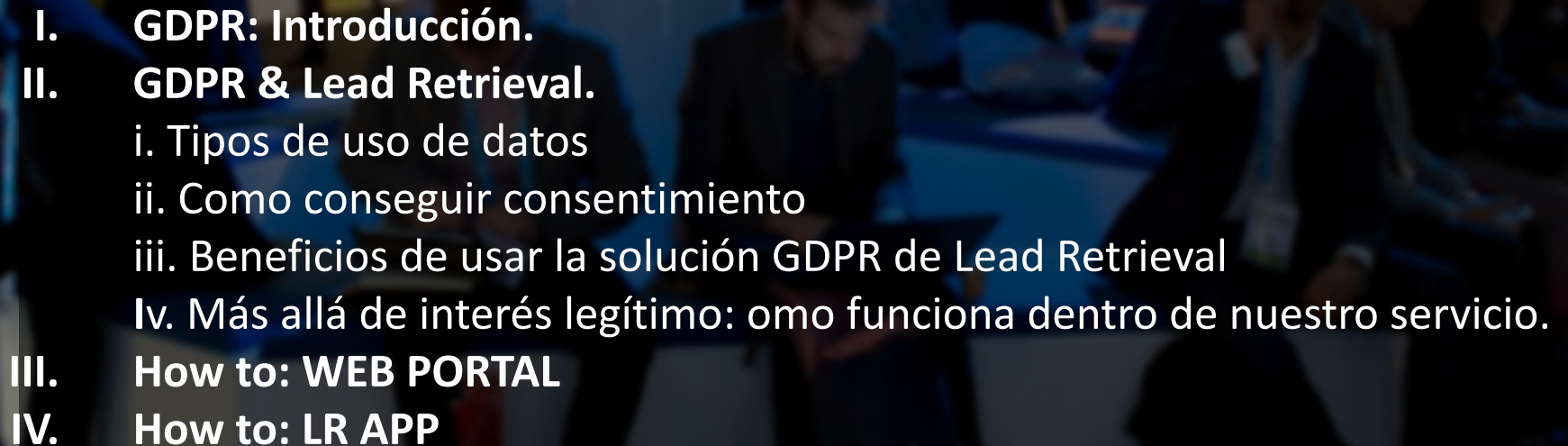
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- I. **GDPR: Introducción.**
 - II. **GDPR & Lead Retrieval.**
 - i. Tipos de uso de datos
 - ii. Como conseguir consentimiento
 - iii. Beneficios de usar la solución GDPR de Lead Retrieval
 - iv. Más allá de interés legítimo: como funciona dentro de nuestro servicio.
 - III. **How to: WEB PORTAL**
 - IV. **How to: LR APP**

Que es GDPR?

La Regulación General de Protección de Datos es una regulación en la ley de EU en referencia a la protección de datos y privacidad de todos los individuales dentro de la Area Economica Europea. También tiene en cuenta la exportación de los datos personales fuera de las areas de EU y EEA.

[For more information about GDPR click here](#)

i. Tipos de uso de datos

1

Interés legítimo [\(art 6.1.f\)](#)

En el caso de un simple intercambio de información con el propósito de compartir información específica en relación al context donde los datos han sido compartidos, al igual que sería con el uso de targetas de negocio, el hecho de que el visitante se deje escanear su propio badge significa que da consentimiento suficiente en esta comunicación limitada.

2

Más allá del interés legítimo

En el caso que el cliente desee incluir al visitante en una campaña de marketing más extensa, compartir la información del visitor con terceros o usar los datos más allá de aquello que resulte ser un uso legítimo, el cliente necesitaría el consentimiento del visitante.

En caso de dudas, porfavor revise sus obligaciones en relación al GDPR con su equipo legal.

ii. Como conseguir consentimiento

1

Interés legítimo [\(art 6.1.f\)](#)

Recordatorio: Para este caso, el hecho de que el visitante le deje escanear su badge significa que da consentimiento necesario para la recolección de sus datos.

2

Más allá del interés legítimo

1. Puede usar un e-mail legítimo demandando confirmación de consentimiento al visitante.
2. Puede pedir confirmación de consentimiento en el momento de escáneo via el GDPR pop-up, dejando al visitante que lo rellene el mismo.

iii. Más allá del interés legítimo: ventajas y desventajas

Para ayudarte a decidir que solución es mejor para usted durante el evento le presentamos las ventajas y desventajas de:

1. Email Post-evento:

Pros:

- No se tiene que preocupar por conseguir consentimiento durante el evento
- El proceso de escanear es más rápida

Cons:

- Tendrá que usar su primer e-mail post-evento para recoger consentimiento
- Como resultado, dicho e-mail sera menos enfocado

2. Solución dentro de la App.

Pros:

- Puede obtener consentimiento cara a cara con el visitante
- Puede resolver dudas y convencer al visitante del valor de su campaña
- La calidad de sus Leads será mejor
- Su primer e-mail llegará al público objetivo directamente

Cons:

- El proceso de escaneo puede resultar un poco más largo

iv. Más allá de interés legítimo: Como funciona dentro de nuestro servicio

La función GDPR está dividida entre el **WEB PORTAL** y la **APP LR** .

- En el **PORTAL WEB** puedes activar la función GDPR en Advanced o Fast scan. Puedes preparar una descripción/resumen de tu política, adjuntar un link y añadir hasta 4 casillas que puedes personalizar a tu gusto/necesidades. Las respuestas de los visitantes se verán reflejadas en el archivo excel de Leads o Scans que podrás exportar y descargar desde el portal web.
- En la **APP LR**: Si tienes el servicio activado una ventana externa con toda la información preparada desde el portal web se abrirá después de escanear. El visitante TIENE que ser quien marca la casilla que desee para que la confirmación de consentimiento pueda ser válida. Podrán ver el resumen que hayas incluido, el link y hasta pueden enviarse un e-mail con el resumen y el link. Después de revisar las condiciones, pueden marcar o no marcar las casillas y enviar la respuesta antes de devolver el dispositivo.

III. How to: WEB PORTAL

Lead Retrieval
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Help Log out Recover user

Groups
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Home / GDPR

General Data Protection Regulation Configuration

Enabling this option allows you to force a privacy policy confirmation dialog after all, or certain types of, scans. This way you can allow the visitor to log their acceptance of your privacy policy and their agreement to be included in certain marketing campaigns right at the moment of scanning. Please take a look at our [GDPR Guidelines](#) for more detailed information

- 1 Enable GDPR
- 2 Force GDPR visualization after each advanced scan
 Force GDPR visualization after each fast scan

Display fields

Description **3**

We would like to inform you of our privacy policy and the process to modify the data you share with us

Url description **4**

Read our GDPR documentation

Url

i.e: <https://cloud.google.com/security/gdpr>

Custom field #1 **5**

Yes, I confirm I would like to receive marketing contact from this company

Custom field #2

No, I do not confirm I would like to receive marketing contact from this company

Custom field #3

Maybe, I will decide a a later time

Custom field #4

1. Activar el GDPR pop-up
2. Hacer obligatorio el GDPR pop-up en Advanced scan
3. Hacer que sea obligatorio usar el GDPR en fast scan
4. (Como en el ejemplo de la imagen) Un resumen/descripción personalizable
5. URL y su descripción al cual se redijirá. (Por ejemplo la política de privacidad de su compañía)
6. Diferentes casillas a rellenar.

*Desmarcar la primera casilla hará un reset a todo lo rellenado.

III. How to: WEB PORTAL

Aquí pueden visualizar como se verán las casillas marcadas en el excel de los leads.

O	P	
Document	GDPR check 1- Yes, I confirm I would like to receive marketing content from this company. Checked - Yes, I confirm I would like to receive marketing content from this company.	GDPR check 2- No, I would not like to receive marketing content from this company.

*Por favor, tengan en cuenta que

- **En Leads**, la respuesta al GDPR será la última grabada (si la persona es escaneada más de una vez, su última respuesta será la que aparecerá)
- **En Scans**, cada scan tendrá su respuesta respectiva (si la persona escaneada responde diferente en diferentes momentos de escaneo, todas las respuestas aparecerán)

IV. How to: LR APP

The screenshot shows a mobile application interface for a GDPR form. At the top, there is a blue header with the text 'GDPR' and a callout bubble containing the number '1'. Below the header, there is a text block: 'We would like to inform you of our privacy policy and the process to modify the data that you share with us. Please follow the link below to access our full Privacy policy. If you would like to participate in one of our campaigns please check the relevant checkbox for confirmation.' A callout bubble with the number '2' points to a blue link: 'Read our gdpr documentation'. Below this is a blue button with an envelope icon, the number '3', and the text 'Send GDPR by email'. Underneath the button are two checkboxes with text: 'Yes, I confirm I would like to receive marketing content from this company.' and 'No, I would not like to receive marketing content from this company.' A callout bubble with the number '4' points to the bottom of the form. At the very bottom, there is a yellow 'SUBMIT' button and a grey navigation bar with standard Android icons.

1. Resumen mencionado en el portal web. (nº3)
2. Link (URL).
3. Enviar un e-mail del resumen + link.
Ejemplo de e-mail:

Dear,

As requested, we provide you with the following information from [redacted]:

[redacted] like to inform you of our privacy policy and the process to modify the data that you share with us. Please follow the link below to access our full Privacy policy. If you would like to participate in one of our campaigns please check the relevant checkbox for confirmation. **Link al URL**
[https://l\[redacted\]](https://l[redacted])

Thank you for using our service,
Lead Retrieval by Fira de Barcelona

Please do not respond to this email.
To get in contact with [redacted] please write to [redacted] **Su nombre + e-mail**

4. Diferentes casillas.



On the event page--> en/lead-retrieval



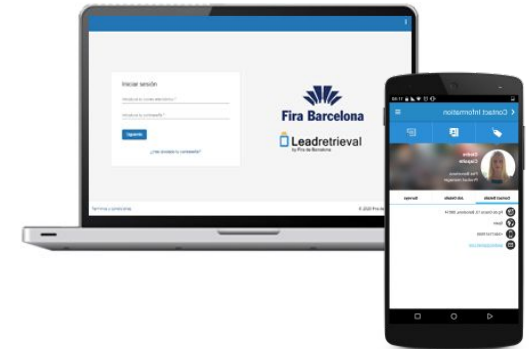
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Call Center schedule: 9AM to 18PM daily.



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