May 2018 Newsletter

Volume 11, Issue 5

Have you heard about the GDPR?

The GDPR is the European Union (EU's) General Data Protection Regulations which come into force on May 25, 2018. This is a set of laws regulating the processing of personal data in the EU. There are some aspects to the GDPR that are of importance to companies whether or not they do business directly with the EU.

Companies will be subject to the law if they:

- Have a physical presence in the EU
- Offer goods and services to EU residents
- Are a third party processor of personal data of EU residents
- Collect data on behaviours of individuals in the EU

The GDPR defines consent and outlines the conditions under which consent must be obtained. There is no exception for B2B communications or information. Data breach notification is mandatory within 72 hours of a breach being noted. The GDPR has the highest fines in the world for those deemed to be in breach of the regulations. Penalties can be assessed on global income.

Those with rights under these regulations have both a "right to access" and a "right to be forgotten". They are entitled to know what personal data an organization has on them and receive such information without a fee. They may also require that an organization remove their personal data from their systems.

It is important that your organization determine whether the GDPR applies to your business activities. If it does apply, you will need to make sure you are in compliance with the regulations. The following websites are good starting points for further information:
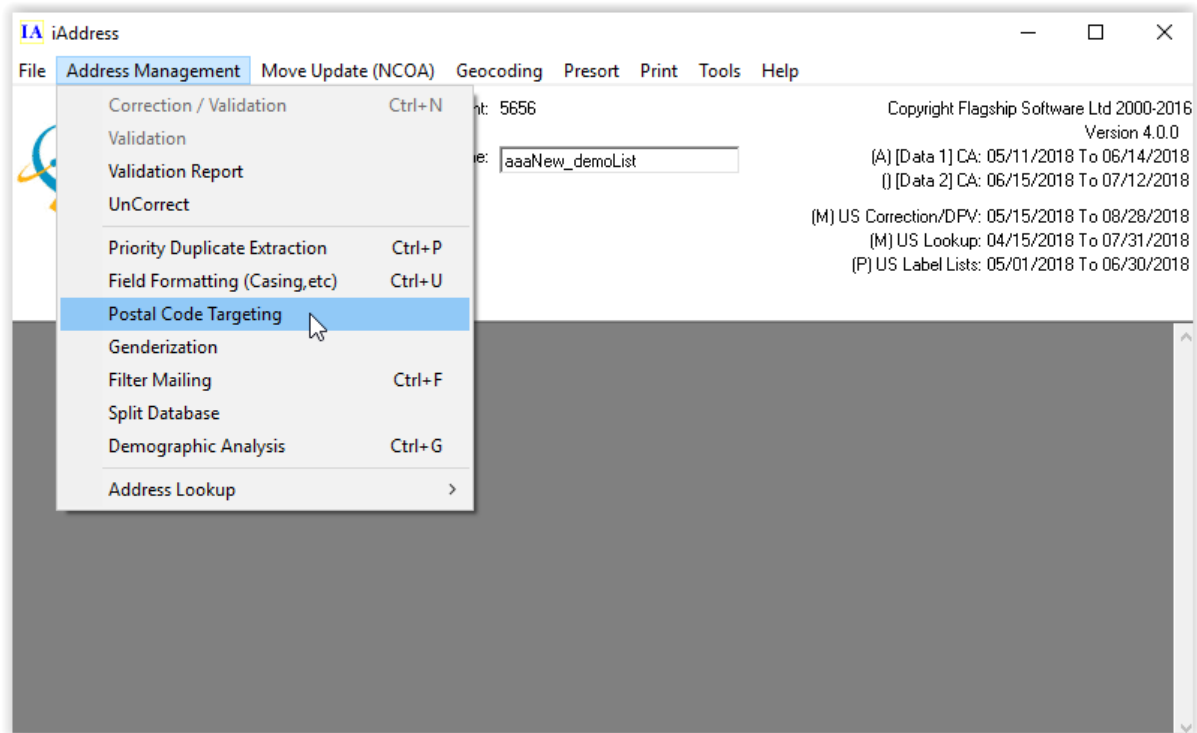
www.gdpr-info.eu
www.eugdpr.org

Postal Code Targeting Module is Available

We are happy to announce that our PCT module has been recognized by Canada Post and is now available for mail service providers (MSP's) to use. This module is available with the ACV and Full versions of iAddress™ Canadian software. You are welcome to test out the module, however, you will not be able to produce the barcode until the feature has been activated on your account. There is currently no charge for this module.
For more information on PCT and the iAddress™ module, please refer to the April, 2018 newsletter.

In iAddress™ the Postal Code Targeting (PCT) module can be found and accessed through the "Address Management" menu tab.

At this time, we are presenting webinars to introduce the module to those who have expressed interest. We are in the process of making enhancements from feedback given through our webinars. If you are interested in the Postal Targeting Module please contact sales@flagshipsoftware.com to set up a PCT webinar.

If you are interested in producing PCT mailing but don't know where to start, Canada Post has created a handy on-page guide. It can be accessed here: PCT Reference Document.

Flagship Software Ltd. continues to offer web training!

If you are a new customer, would like a refresher course on *iAddress™* or if you have new hires, please contact Carolyn at 1-866-672-0007 ext. 1 or carolyn@flagshipsoftware.com to schedule a web session.

Request Now

Our mailing address is:

Flagship Software Ltd.
203-60 King Road
PO Box 2625
Richmond Hill, ON L4E 1A6
Canada

Add us to your address book

MailChimp

unsubscribe from this list   update subscription preferences