WebInsights

Web Insights & GDPR

We know being GDPR compliant is as imperative for your business as it is for ours. Here's a summary about Web Insights and GDPR, providing total transparency and giving you the confidence to generate opportunities and maximize success.

The Web Insights product

A real-time reverse IP tracking code is added to users' websites, enabling them to identify previously unknown website visitors.

Integrate seamlessly with your tech stack and automatically route visitor information.

Deliver engaged opportunities directly to your sales, marketing and account management teams.

Web Insights **does not** identify any personal IP addresses, mobile devices or any data other than that associated with the business.

Being transparent with business data

Web Insights is almost entirely focused on leveraging business information to effectively match a business IP address with wider business data, providing valuable, business-related visitor information to users.

Processing personal data under GDPR

Customers can purchase contact information of key decision-makers. **This includes:**

First Name	→	Last Name	→	Email Address	→	LinkedIn Profile

This constitutes the processing of personal data and is required to be GDPR compliant.

Web Insights will only ever collect business IP addresses.

Customers are then able to purchase relevant contact details.

Data only relates to DMs at the businesses that visited their site.

When customers choose not to leverage contact data, Web Insights is unrelated to GDPR.

Leveraging legitimate interests

Personal data purchased by customers should be processed under **'legitimate interests'.**

Customers select the appropriate DM and convey relevant, targeted message.

Any and all correspondence will be based upon their likely interest in the organization's product or services.

The processing is necessary for your legitimate interests or the legitimate interests of a third party unless there is a good reason to protect the individual's personal data, which overrides those legitimate interests. (This cannot apply if you are a public authority processing data to perform your official tasks).

The best way to learn about Web Insights is to take a look for yourself.

Book a demonstration