

PRIVACY AND COMPLIANCE

Built from the ground-up with data privacy in mind.

LeadFWD is a B2B solution platform that primarily sources business data - the business name, financial details, business telephone number, key people at the business etc. The focus of the GDPR is on personal data for an individual. Where personal data is processed – the email address and names of the key decision makers, it generally can be classified as legitimate interest in your products or services from the pro-active visit by the company at which the data subject is employed.

The value of LeadFWD is that the data we provide you with all stems from a legitimate interest. We only supply you with visitor data for a company contact because someone from that specific company has visited your website, showing a legitimate interest in what you're offering.

GDPR compliance is always the responsibility of the data controller and we are just techies, not lawyers. That's why we have equipped our platform with Privacy Guard -- to give you the tools you need to manage privacy and compliance.

Manage Lawful Basis

Privacy Guard was specifically designed to make the collection and management of proper lawful basis as burden-free as possible.

Individual Rights Requests

Empower your data subjects with easy access to make data access requests directly from their Preference Center manager. No coding required.

Privacy Manager for Administrators

The Privacy Manager is a central hub to manage and moderate all incoming data subject access requests and conduct routine compliance audits.

Timeline Audit trail

Every event that relates to consent or lawful basis is highlighted as an individual timeline entry to make personalized audits a breeze.



<https://www.privacyshield.gov/participant?id=a2zt0000000TOzrAAG&status=Active>