

Simplifying GDPR Compliance with

PRIVACY WP

What is GDPR?

The General Data Protection Regulation was set up by the European Union to create firm rules for how businesses can collect and store customer data.

What information is **COVERED?**

- ▶ Name
- ▶ Address
- ▶ Phone numbers
- ▶ Email addresses
- ▶ Photographs
- ▶ Social security numbers
- ▶ IP addresses
- ▶ Financial data

Does GDPR

APPLY TO ME?

GDPR applies to any business anywhere in the world that processes personal data of EU citizens.

- ▶ GDPR requires businesses to have a presence inside EU.
- ▶ If no employees or physical presence in EU, must appoint a representative in the EU unless data processing is “occasional”.

MAIN ASPECTS OF GDPR

Consent & Privacy Policy

Data collected must be “opt-out by default”

Policy must state what data is collected, who has access, what it's used for.

Data Access & Portability

Must be able to view their data, make changes to it, and take it with them.

Right to know if data has been hacked.

Right to be Forgotten

People can request that all of their data gets deleted.

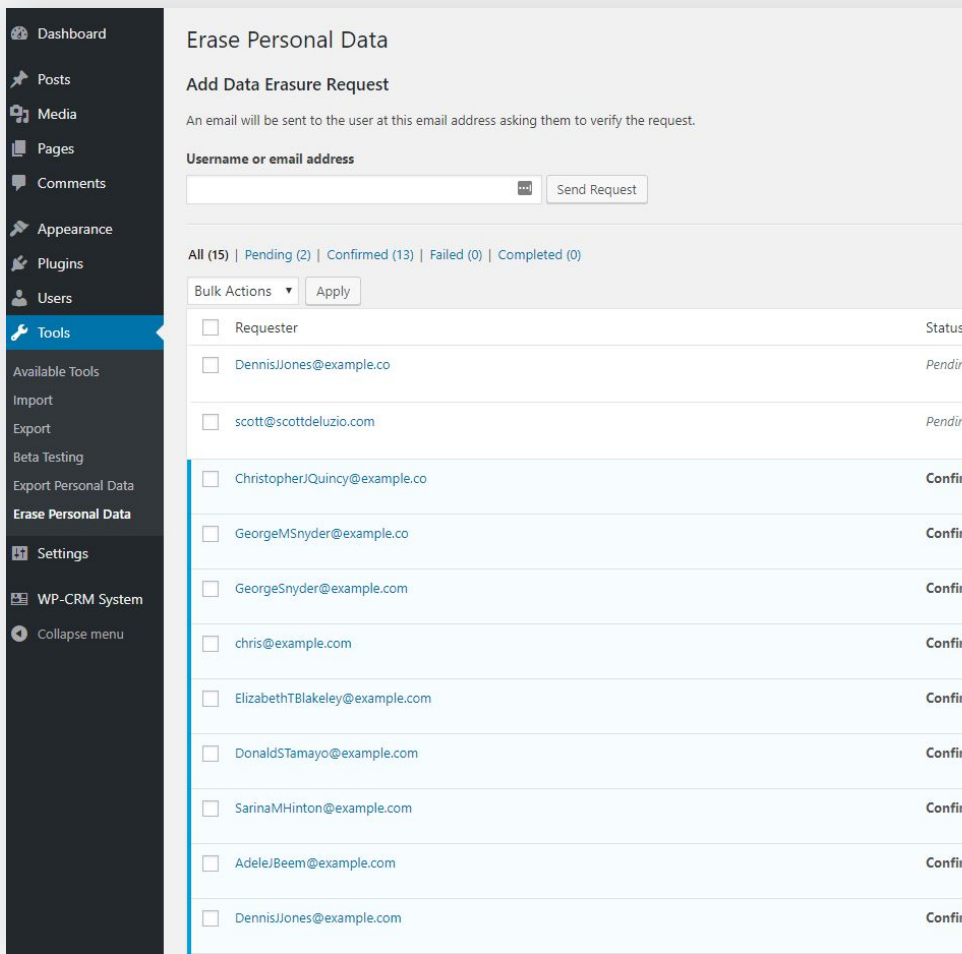
Subject to regulatory requirements.

PENALTIES

- ▶ Maximum penalty of €20 million or 4% annual revenue, whichever is greater
- ▶ Each country can use it's discretion on penalties.
 - Warning
 - Reprimand
 - Suspension of Data Processing
 - Fines

WordPress TOOLS

- Allows for export/erase of personal data stored on your site, and creation of a Privacy Policy.
- Comments, user accounts, etc.
- Plugins can extend this to include information like WooCommerce orders, contact form entries, and more.



Erase Personal Data

Add Data Erasure Request

An email will be sent to the user at this email address asking them to verify the request.

Username or email address

All (15) | [Pending \(2\)](#) | [Confirmed \(13\)](#) | [Failed \(0\)](#) | [Completed \(0\)](#)

Bulk Actions

☐	Requester	Status
☐	Dennis.Jones@example.co	Pending
☐	scott@scottdeluzio.com	Pending
☐	Christopher/Quincy@example.co	Confirmed
☐	GeorgeMSnyder@example.co	Confirmed
☐	GeorgeSnyder@example.com	Confirmed
☐	chris@example.com	Confirmed
☐	ElizabethTBlakeley@example.com	Confirmed
☐	DonaldTamayo@example.com	Confirmed
☐	SarinaMHinton@example.com	Confirmed
☐	Adele/Beem@example.com	Confirmed
☐	Dennis.Jones@example.com	Confirmed

Problems with WordPress

PRIVACY TOOLS

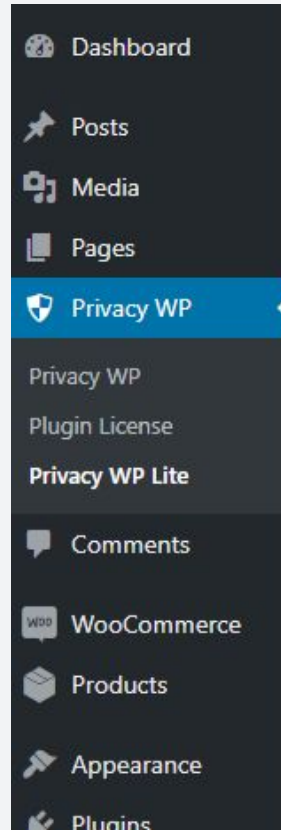
- ▶ Export/erase request process
 - is clunky
- ▶ Editing messages to users
 - isn't easy
- ▶ Your business is not limited to
 - what is on your website

Solutions with **PRIVACY WP**

No plugin will make you 100% compliant.

- ▶ Edit “Export File” expiration length (default 3 days)
- ▶ Edit user confirmation messages
- ▶ Edit export data email to users
- ▶ Self-serve export and erase request form

Privacy WP EXPORT EXPIRATION



Privacy WP Lite Settings

General

Confirmation Messages

Export Data Email

Export Expiration:

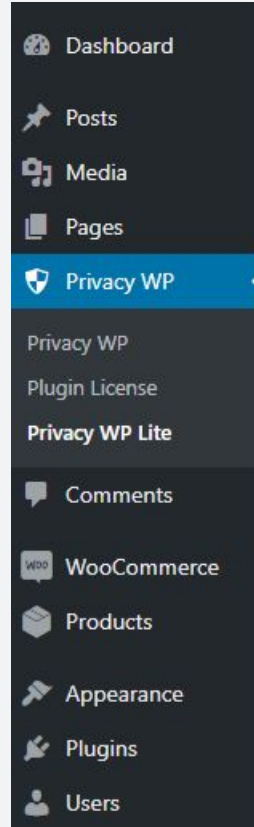
7

Enter the number of days before the export file

Save

Privacy WP

CONFIRMATION MESSAGES



Privacy WP Lite Settings

General

Confirmation Messages

Export Data Email to User

Export Confirmation Notice: Thank you for confirming your export request as soon as possible.

Erase Confirmation Notice: Thank you for confirming your erase request for your personally identifiable information as soon as possible.

Save

Message Examples



Thank you for confirming your export request. We will process this request as soon as possible.

[← Back to GDPR](#)

[Privacy Policy](#)

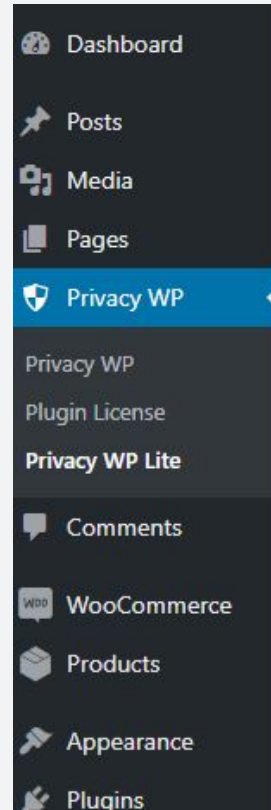


Thank you for confirming your erase request. We will remove your personally identifiable information from this request as soon as possible.

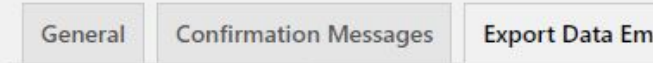
[← Back to GDPR](#)

[Privacy Policy](#)

Privacy WP EXPORT EMAIL



Privacy WP Lite Settings



Export Data Email Content: Here is a link to your personal data
###LINK###
This link will expire on ###EXPIRATION###
Thank you!

Enter the text you would like in the email:

###EXPIRATION### Will be replaced with the expiration date

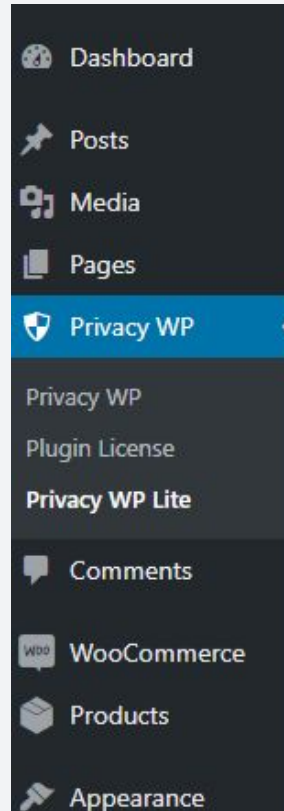
###LINK### Will be replaced with the link to your personal data

###SITENAME### Will be replaced with the site name

###SITEURL### Will be replaced with the site URL

Save

Privacy WP FORM SHORTCODE



Privacy WP Lite Settings

General

Confirmation Messages

Export Data

Request Form Shortcode

Want an easier way to handle your Export and Erase requests?

Use the following shortcode in your pages or posts to provide a request form.

```
[PrivacyRequestForm]
```

Users will be able to initiate an export or erase request on their profile page. If the user provides their email address or username, your site will send a confirmation email just as if you initiated the request. As an administrator, you will receive a notification in your dashboard. You can process it as necessary. If the user's email address or username is not provided, the request will not be initiated and the user will receive a notice on screen indicating this.

Privacy WP SELF-SERVE FORM

Username or email address associated with your account on this website

Request data export or removal? ☒ Export ☐ Remove

Send Request

Pro Version of **Privacy WP**

Access data from third-party sites
in GDPR export/erase requests.

- ▶ MailChimp
- ▶ Stripe
- ▶ HelpScout
- ▶ ConvertKit
- ▶ Drip
- ▶ SendGrid
- ▶ *More to come!*

Privacy WP Pro

FEATURES

 Dashboard

 Posts

 Media

 Pages

 Privacy WP

Privacy WP

Plugin License

Privacy WP Lite

 Comments

 WooCommerce

 Products

 Appearance

 Plugins

Privacy WP 3rd Party Settings

Please enter the settings for each service that your business uses. If there is a service listed that you do not use, please leave the field empty.

ConvertKit

 Enter an API Secret for your account. API Secret can be found under Account Settings > API Secret.

API Secret:

Account Info > API Secret.

Drip API Key:

Enter your API token. API tokens can be found under Settings (... in the top menu) > User Settings towards the bottom of the page.

Help Scout

Enter an API key for your account. API keys are only available to paid Help Scout accounts and can be found under Your Profile > Authentication > API Keys.

API Key:

Insightly API

Enter an API key for your account. [How do I find my API key?](#)

Key:

MailChimp

Enter an API key for your account. API keys can be found under Profile > Extras > API Keys.

API Key:

SendGrid API

Enter an API key from your account. [API keys can be found here.](#)

Key:

Stripe API

Enter either the Live or Test secret key. Your secret key can be found by [clicking here.](#)

Key:

Save



PRIVACY WP

BY AMPLIFY PLUGINS

We're offering

25% OFF

As a thank you we're offering 25 percent off
Privacy WP Pro with discount code: **ITHEMES**

Questions?

THANK YOU!



PRIVACY WP

BY AMPLIFY PLUGINS

privacywp.com

SCOTT DELUZIO

Founder and Lead Developer

@scottdeluzio

me@scottdeluzio.com

Personal Data Export

About

Report generated for	test@test.com
For site	GDPR
At URL	https://gdpr-crm.dev.cc
On	2019-01-08 16:44:50

User

User ID	2
User Login Name	delete
User Nice Name	delete
User Email	test@test.com
User Registration Date	2018-10-24 23:28:40
User Display Name	Delete Me
User Nickname	delete
User First Name	Delete
User Last Name	Me

Personal Data Export

About

Report generated for	test@test.com
For site	GDPR
At URL	https://gdpr-crm.dev.cc
On	2019-01-08 16:29:21

Orders

Order Number	62
Order Date	August 6, 2018, 10:48 pm
Order Total	20.00
Items Purchased	Polo x 1
IP Address	127.0.0.1
Browser User Agent	mozilla/5.0 (windows nt 10.0; win64; x64) applewebkit/537.36 (khtml, like gecko) chrome/68.0.3440.84 safari/537.36
Billing Address	Scott DeLuzio, 123 Main St, #123, Anytown, AZ 12345
Phone Number	555-555-5555
Email Address	test@test.com

Comments

Comment Author	Scott DeLuzio
Comment Author Email	test@test.com
Comment Author URL	https://wordpress.org/
Comment Date	2018-08-06 21:29:58
Comment Content	Hi, this is a comment. To get started with moderating, editing, and deleting comments, please visit the Comments screen in the dashboard. Commenter avatars come from Gravatar .
Comment URL	https://gdpr-crm.dev.cc/2018/08/06/hello-world/#comment-1

MailChimp Subscriber

ID	1qP9iQvteC
Email Address	test@test.com
Unique Email ID	WkQKuaBCUa
Email Type	html
Status	subscribed
Merge Fields	FNAME: Scott LNAME: DeLuzio ADDRESS addr1: 123 Main St ADDRESS addr2: #123 ADDRESS city: Anytown

ADDRESS state: AZ
ADDRESS zip: 12345
ADDRESS country: US
PHONE: 555-555-5555

Interests

Stats

avg_open_rate: 0.3529
avg_click_rate: 0

IP Signup

127.0.0.1

Timestamp Signup

2018-08-03T20:36:17+00:00

IP Opt

127.0.0.1

Timestamp Opt

2018-08-06T22:04:46+00:00

Member Rating

4

Last Changed

2018-08-06T22:04:46+00:00

Language

en

VIP

Email Client

Gmail

Location

latitude: 34.528
longitude: -111.318
gmtoff: -7
dstoff: -6
country_code: US
timezone: America/Shiprock

List ID

1Ei2JuK3KA

Stripe Cards

ID card_tVOPu08FZs

Object card

Address City

Address Country US

Address Line 1

Address Line 1 Check

Address Line 2

Address State

Address Zip 85858

Brand Visa

Country US

Customer ID cus_v1isc3W8tj

CVC Check pass

Dynamic Last 4

Expiration Month 10

Expiration Year 2018

Fingerprint 0kw1XQMVpw

Funding

Last 4 4242

Meta Data

Name Scott DeLuzio

Tokenization Method

Stripe Charges

ID ch_KY6FWdX1pn

Amount 49

Amount Refunded 0

Application Fee

Balance Transaction txn_Kyg0e2Yxhk

Captured Yes

Created May 18, 2018

Currency usd

Customer ID cus_v1isc3W8tj

Description

Destination

Dispute

Failure Code

Failure Message

Fraud Details

Invoice in_DqMNiMDSN7

Live Mode No

Meta Data

On Behalf Of

Order

Outcome

Paid Yes

Receipt Email

Receipt Number

Refunded No

Refunds

Review

Shipping

Source card_tVOPu08FZs

Source Transfer

Statement Descriptor privacy-wp - Single Si

Status succeeded

Transfer Group

ID ch_KY6FWdX1pr

Amount	10
Amount Refunded	0
Application Fee	
Balance Transaction	txn_Kyg0e2Yxhq
Captured	Yes
Created	May 18, 2018
Currency	usd
Customer ID	cus_v1isc3W8tj
Description	
Destination	
Dispute	
Failure Code	
Failure Message	
Fraud Details	
Invoice	in_DqMNiMDSN0
Live Mode	No
Meta Data	
On Behalf Of	
Order	
Outcome	
Paid	Yes
Receipt Email	
Receipt Number	
Refunded	No
Refunds	
Review	
Shipping	
Source	card_tVOPu08FZs
Source Transfer	
Statement Descriptor	test - Single site
Status	succeeded
Transfer Group	

Stripe Customer

ID	cus_v1isc3W8tj
Account Balance	0
Created	
Currency	usd
Default Source	card_tVOPu08FZs
Delinquent	No

Discount	
Email	test@test.com
Invoice Prefix	735E1A7
Live Mode	No
Meta Data	
Shipping Address	City: Anytown Country: US Address 1: 123 Main St Address 2: #123 Postal Code: 12345 State: AZ Name: Phone: +15555555555

Stripe Invoices

ID	in_DqMNIbDSN7
Amount Due	49
Amount Paid	49
Amount Remaining	0
Application Fee	0
Attempt Count	1
Attempted	Yes
Billing	charge_automatically
Charge	ch_KY6FWdX1pn
Closed	Yes
Currency	usd
Customer ID	cus_v1isc3W8tj
Date	May 18, 2018
Description	
Discount	0
Due Date	
Ending Balance	0
Forgiven	No
Lines	ID: sub_qH4A6dKi8z Object: line_item Amount: 49 Currency: usd Description: 1 × privacy-wp - Single Site (at \$49.00 / year) Discountable: Yes Live Mode: No Meta Data: Period End: May 18, 2019 Period Start: May 18, 2018 Plan: ID: privacy-wp-singlesite_4900_year Object: plan Aggregate Usage: Amount: 49 Billing Scheme: per_unit Created: May 18, 2018 Currency: usd

Interval: year
Interval Count: 1
Live Mode: No
Meta Data:
Name:
Nickname:
Product: rCfJZTCd57
Statement Descriptor:
Tiers:
Tiers Mode:
Transform Usage:
Trial Period Days:
Usage Type: licensed

Proration: No
Quantity: 1
Subscription:
Subscription Item: si_DbNgJuSJpj
Type: subscription

Live Mode No

Meta Data

Next Payment Attempt

Invoice Number FOZ0dLPmzx-0000

Paid Yes

Period End May 18, 2018

Period Start May 18, 2018

Receipt Number

Starting Balance 0

Statement Descriptor

Subscription sub_qH4A6dKi8z

Subtotal 49

Tax Amount 0

Tax Percent 0

Total 49

Webhooks Delivered At

ID in_DqMNiMDSN0

Amount Due 10

Amount Paid 10

Amount Remaining 0

Application Fee 0

Attempt Count 1

Attempted Yes

Billing charge_automatically

Charge ch_KY6FWdX1pr

Closed Yes

Currency usd

Customer ID cus_v1isc3W8tj

Date	May 18, 2018
Description	
Discount	0
Due Date	
Ending Balance	0
Forgiven	No
Lines	ID: sub_o2dioMcOF2
	Object: line_item
	Amount: 10
	Currency: usd
	Description: 1 × test - Single site (at \$10.00 / year)
	Discountable: Yes
	Live Mode: No
	Meta Data:
	Period End: May 18, 2019
	Period Start: May 18, 2018
	Plan: ID: test-singlesite_1000_year
	Object: plan
	Aggregate Usage:
	Amount: 10
	Billing Scheme: per_unit
	Created: May 18, 2018
	Currency: usd
	Interval: year
	Interval Count: 1
	Live Mode: No
	Meta Data:
	Name:
	Nickname:
	Product: YkfFXUiKFf
	Statement Descriptor:
	Tiers:
	Tiers Mode:
	Transform Usage:
	Trial Period Days:
	Usage Type: licensed
	Proration: No
	Quantity: 1
	Subscription:
	Subscription Item: si_DbNgJuSJpj
	Type: subscription
Live Mode	No
Meta Data	
Next Payment Attempt	
Invoice Number	FOZ0dLPmzx-0001
Paid	Yes
Period End	May 18, 2018
Period Start	May 18, 2018
Receipt Number	
Starting Balance	0
Statement Descriptor	
Subscription	sub_o2dioMcOF2
Subtotal	10
Tax Amount	0
Tax Percent	0

Total	10
Webhooks Delivered At	May 18, 2018

ID	in_VBQQhaINMG
Amount Due	0
Amount Paid	0
Amount Remaining	0
Application Fee	0
Attempt Count	0
Attempted	Yes
Billing	charge_automatically
Charge	
Closed	Yes
Currency	usd
Customer ID	cus_v1isc3W8tj
Date	May 18, 2018
Description	
Discount	0
Due Date	
Ending Balance	0
Forgiven	No
Lines	ID: ii_hrSUaKX2R6 Object: line_item Amount: 0 Currency: usd Description: Setting Customer Currency Discountable: Yes Live Mode: No Meta Data: Period End: May 18, 2018 Period Start: May 18, 2018 Plan: ID: Object: Aggregate Usage: Amount: 0 Billing Scheme: Created: January 1, 1970 Currency: Interval: Interval Count: Live Mode: No Meta Data: Name: Nickname: Product: Statement Descriptor: Tiers: Tiers Mode: Transform Usage: Trial Period Days: Usage Type: Proration: No Quantity: 1

	Subscription: Subscription Item: Type: invoiceitem
Live Mode	No
Meta Data	
Next Payment Attempt	
Invoice Number	FOZ0dLPmzx-0002
Paid	Yes
Period End	May 18, 2018
Period Start	May 18, 2018
Receipt Number	
Starting Balance	0
Statement Descriptor	
Subscription	
Subtotal	0
Tax Amount	0
Tax Percent	
Total	0
Webhooks Delivered At	May 18, 2018

Stripe Subscriptions

ID	sub_qH4A6dKi8z
Application Fee Percent	
Billing	charge_automatically
Billing Cycle Anchor	May 18, 2018
Cancel At Period End	No
Canceled At	
Created	May 18, 2018
Current Period End	May 18, 2019
Current Period Start	May 18, 2018
Customer ID	cus_v1isc3W8tj
Days Until Due	
Discount	
Ended At	
Items	ID: si_DbNgJuSJpj Object: subscription_item Created: May 18, 2018 Meta Data: Plan Data: ID: privacy-wp-singlesite_4900_year Object: plan Aggregate Usage: Amount: 49 Billing Scheme: per_unit

Created: 1526682798
Currency: usd
Interval: year
Interval Count: 1
Live Mode:
Meta Data:
Name:
Nickname:
Product: rCfJZTCd57
Statement_Descriptor:
Tiers:
Tiers Mode:
Transform Usage:
Trial Period Days:
Usage Type: licensed

Quantity: 1
Subscription: sub_qH4A6dKi8z

Live Mode No

Meta Data

Plan ID: privacy-wp-singlesite_4900_year
Object: plan
Aggregate Usage:
Amount: 49
Billing Scheme: per_unit
Created: 1526682798
Currency: usd
Interval: year
Interval Count: 1
Live Mode:
Meta Data:
Name:
Nickname:
Product: rCfJZTCd57
Statement_Descriptor:
Tiers:
Tiers Mode:
Transform Usage:
Trial Period Days:
Usage Type: licensed

Quantity 1

Start May 18, 2018

Status active

Tax Percent 0

Trial End

Trial Start

ID sub_o2dioMcOF2

Application Fee Percent

Billing charge_automatically

Billing Cycle Anchor May 18, 2018

Cancel At Period End No

Canceled At

Created May 18, 2018

Current Period End May 18, 2019

Current Period Start May 18, 2018

Customer ID	cus_v1isc3W8tj
Days Until Due	
Discount	
Ended At	
Items	ID: si_DbNgJuSJpj Object: subscription_item Created: May 18, 2018 Meta Data: Plan Data: ID: test-singlesite_1000_year Object: plan Aggregate Usage: Amount: 10 Billing Scheme: per_unit Created: 1526677624 Currency: usd Interval: year Interval Count: 1 Live Mode: Meta Data: Name: Nickname: Product: YkfFXUiKFf Statement_Descriptor: Tiers: Tiers Mode: Transform Usage: Trial Period Days: Usage Type: licensed Quantity: 1 Subscription: sub_o2dioMcOF2
Live Mode	No
Meta Data	
Plan	ID: test-singlesite_1000_year Object: plan Aggregate Usage: Amount: 10 Billing Scheme: per_unit Created: 1526677624 Currency: usd Interval: year Interval Count: 1 Live Mode: Meta Data: Name: Nickname: Product: YkfFXUiKFf Statement_Descriptor: Tiers: Tiers Mode: Transform Usage: Trial Period Days: Usage Type: licensed
Quantity	1
Start	May 18, 2018
Status	active
Tax Percent	0
Trial End	
Trial Start	

