

# GDPR Contact Data Screen

Oceanos

The General Data Protection Regulation (GDPR) is a European Union (EU) regulation to protect all EU residents from privacy and data breaches. As a marketer there are three key areas that you need to worry about:

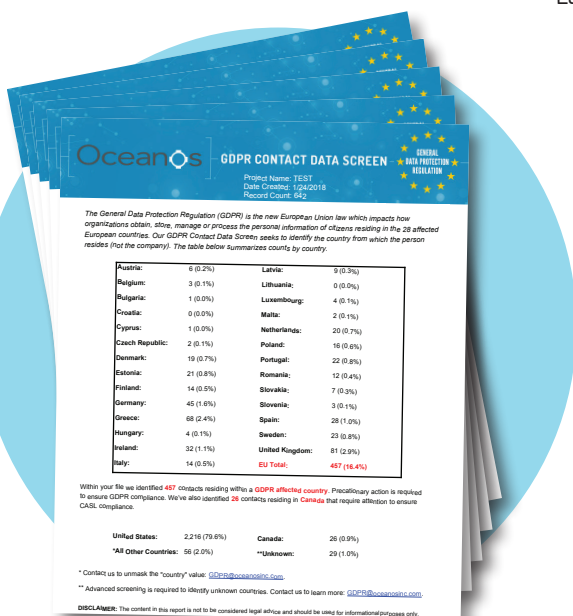
1. **Data Permission** — leads, customers, partners, etc. need to physically confirm that they want to be contacted.
2. **Data Access** — offers individuals a method to gain more control over how their data is collected and used - including the ability to access or remove it - in addition to their right to be forgotten.
3. **Data Focus** — requires you legally justify the processing of the personal data you collect.

Let Us Help  
You Identify  
Contacts in a  
GDPR Country



## COUNTRIES AFFECTED BY GDPR

- Austria
- Belgium
- Bulgaria
- Croatia
- Cyprus
- Czech Republic
- Denmark
- Estonia
- Finland
- France
- Germany
- Greece
- Hungary
- Ireland
- Italy
- Latvia
- Lithuania
- Luxembourg
- Malta
- Netherlands
- Poland
- Portugal
- Romania
- Slovakia
- Slovenia
- Spain
- Sweden
- United Kingdom



## Get Ahead of GDPR Compliance with our FREE Contact Data Screen.

The Oceanos GDPR Contact Data Scan will help you identify contacts that reside within the European Union. Additionally, the scan will flag contacts residing in Canada to increase your CASL compliance.

**Interested?** Simply upload a few data fields to our Cloud Portal and hit submit. We'll process the records and email you a report and a link to your file with the 'country' append. Based on the results of the initial scan you might consider additional geo-location research or request we unmask other countries. Read on to find out how.

## GDPR Impact on Your Contact Data

GDPR impacts all types of contact data provisioning. You may think it doesn't affect the purchase of U.S. contact records and for the most part, you're right. But you can't put faith in the postal address associated with a contact record, especially if it originated from a third party provider. We've observed that up to 4% of contact records with a U.S. postal address represent a person residing in a foreign country. This means that a contact database containing 500,000 records could have up to 20,000 hidden international contacts. This poses a significant risk since there's a good chance that a percentage reside within a GDPR country.



**OCEANOS TIP:** We recommend a two-step process. First, fill-in "country" where missing. Second, screen your U.S. contacts to confirm they reside in the United States and not within a GDPR affected country.

### INTEGRATE WITH US



## About Oceanos

Oceanos is a B2B technology, data, and advisory services company that helps organizations cleanse, complete, and grow their contact database to support all types of demand generation. The process is powered by the highest quality data and algorithms, leveraging multiple data sources, innovation, and strategic expertise. Oceanos data solutions are accessible via API, multiple CRM/MAP, and directly via an advisor. To learn more visit [www.oceanosinc.com](http://www.oceanosinc.com)

*"Oceanos is the go-to source for data intelligence. Their technology network of data sources, and creativity differentiates them from all other providers. In ten years they have never let me down."*

**– Katherine Watson,**  
Senior Marketing Director, LexisNexis

## Ready to get started?

Instructions are included in the following pages.



OCEANOSINC.COM • 781.804.1010 • 892 PLAIN STREET, MARSHFIELD, MA 02050

# Get Started Now...

Take advantage of a [Free GDPR Contact Data Screen](#) and show your stakeholders that you're working toward GDPR compliance.

1. Go to <https://online.oceanosinc.com/Account/Register?gdpr>
2. Complete the Registration form and click **"Register"**

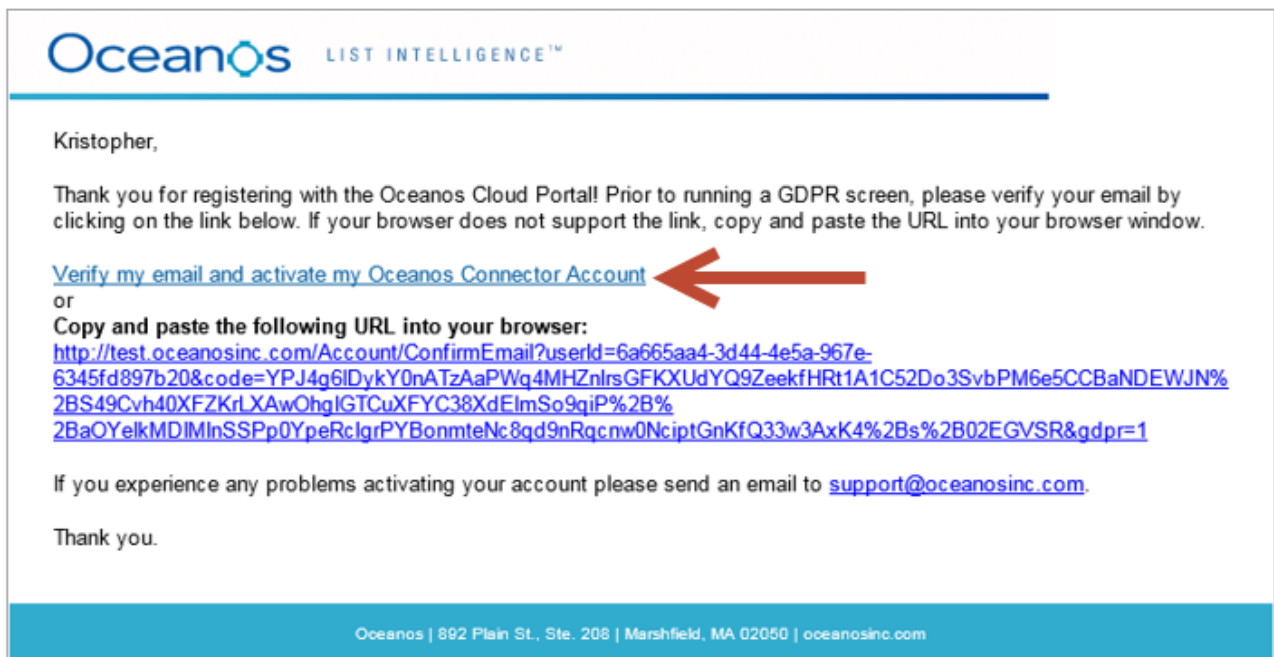
The screenshot shows the 'Register' page of the 'GDPR CONTACT DATA SCREEN' tool. The page has a header with the Oceanos logo and the title 'GDPR CONTACT DATA SCREEN', with 'Register' and 'Log in' links. The main form area is titled 'Register' and contains several input fields: Email, First Name, Last Name, Company Name, Title, Phone Number, Password, and Confirm Password. Below these fields is a checkbox for 'I accept the Oceanos Cloud Portal Terms and Conditions.' and a reCAPTCHA 'I'm not a robot' widget. A red arrow points to the 'Register' button. To the right of the form is a preview of the 'Oceanos GDPR Screen' report, which includes a table of contact data and a summary of results. At the bottom of the form are links for 'Terms and Conditions' and 'Privacy Policy'.

Country	Count	Country	Count
Australia	100.0%	Canada	100.0%
Belgium	100.0%	France	100.0%
Canada	100.0%	Germany	100.0%
France	100.0%	Italy	100.0%
Germany	100.0%	Japan	100.0%
Italy	100.0%	Spain	100.0%
Japan	100.0%	Sweden	100.0%
Spain	100.0%	Switzerland	100.0%
Sweden	100.0%	UK	100.0%
Switzerland	100.0%	USA	100.0%
UK	100.0%	Other	100.0%
USA	100.0%		

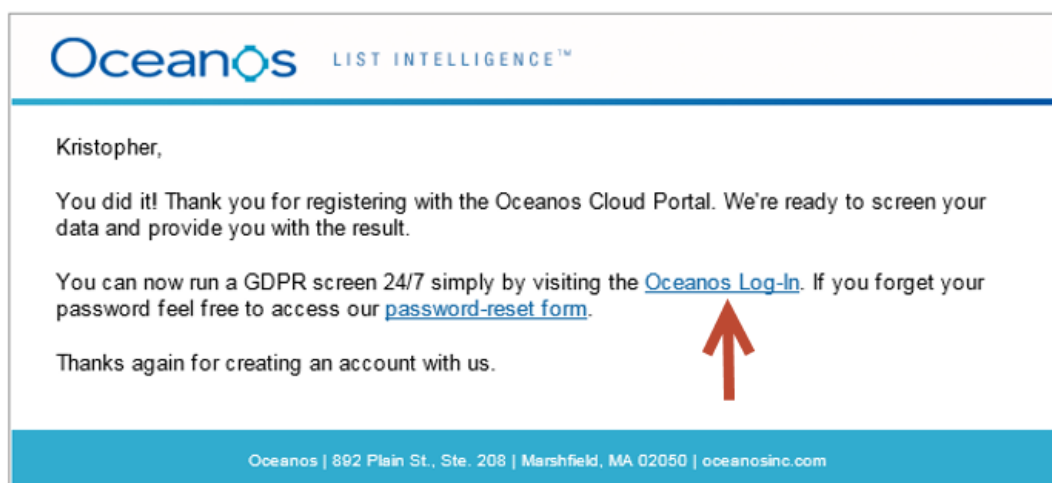
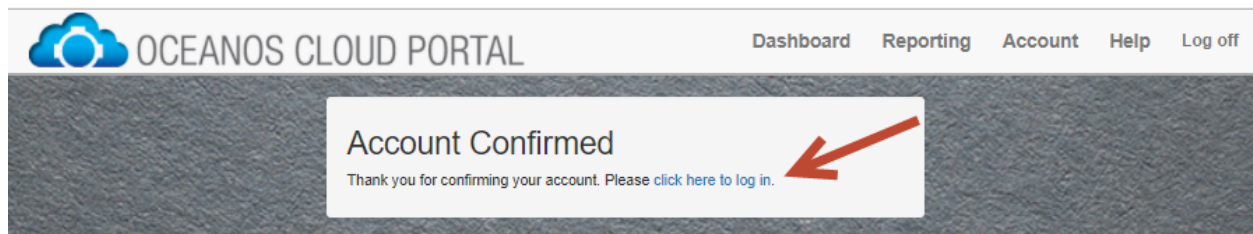
3. After submitting the registration form you'll receive the following confirmation.

The screenshot shows the 'Confirm Registration' page of the 'OCEANOS CLOUD PORTAL'. The page has a header with the Oceanos logo and the title 'OCEANOS CLOUD PORTAL', with 'Register' and 'Log in' links. The main content area is titled 'Confirm Registration' and contains the text 'Please check your email and confirm your email address.'

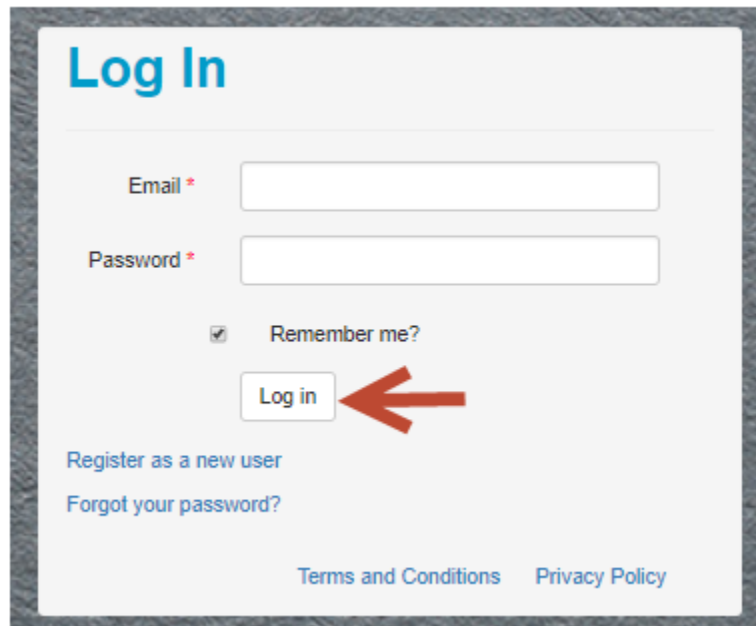
4. Check your inbox for a verification email and click the “[Verify my email and activate my Oceanos Connector Account](#)” link.



5. Click “[Log in](#)” from the Account Confirmed page or from the confirmation email.



6. Insert your email address and password and click “Log In”



**Log In**

Email \*

Password \*

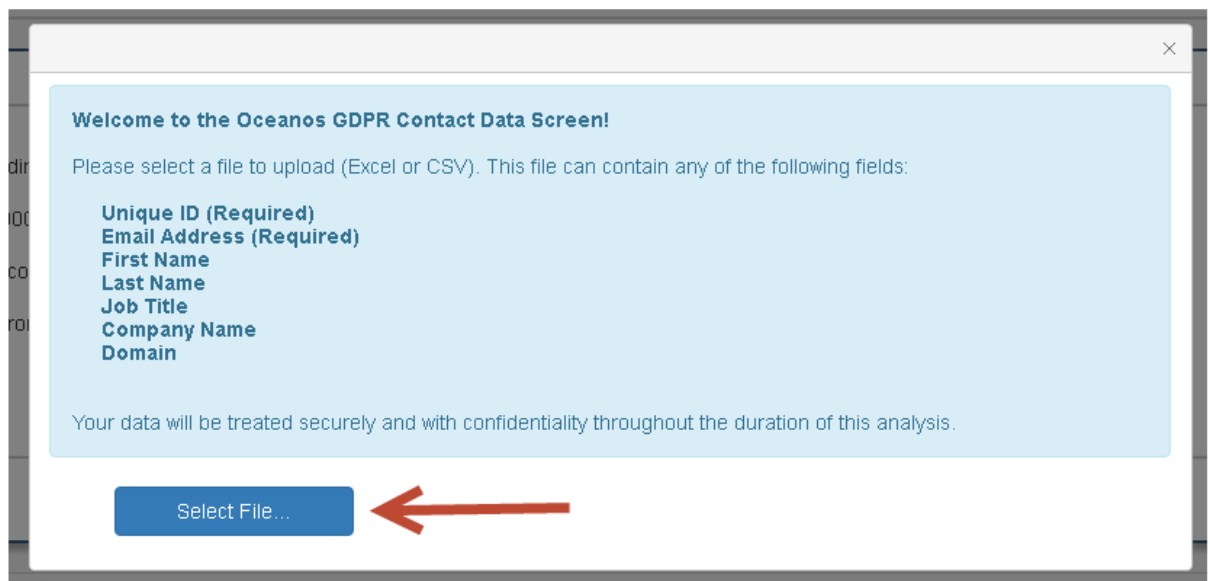
☒ Remember me?

[Register as a new user](#)

[Forgot your password?](#)

[Terms and Conditions](#) [Privacy Policy](#)

7. Click “Select File” and upload your file for GDPR screening



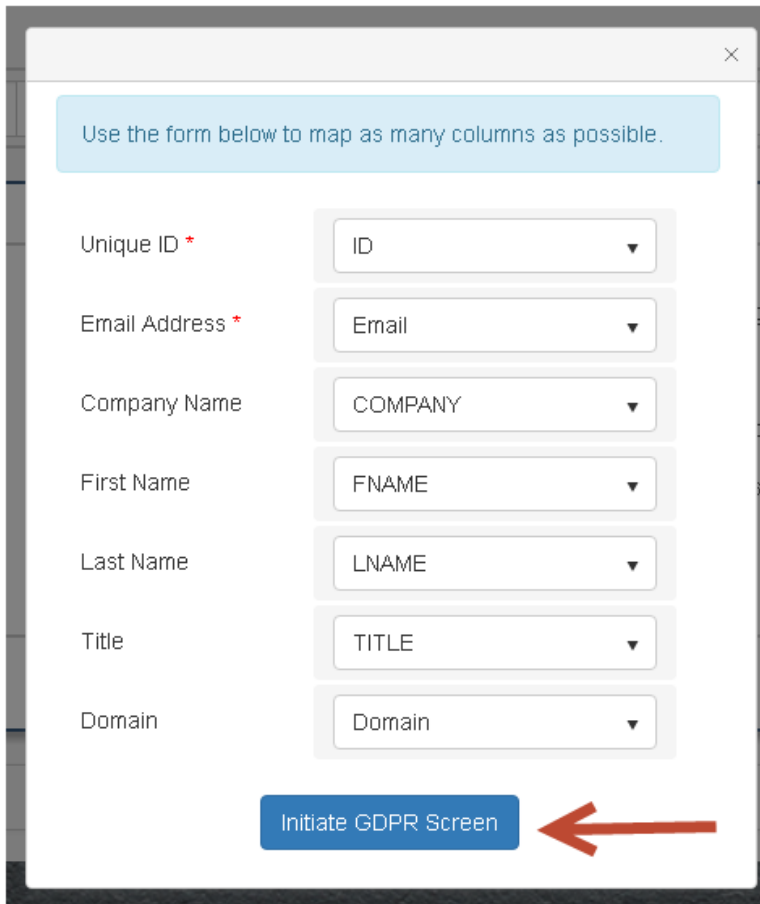
**Welcome to the Oceanos GDPR Contact Data Screen!**

Please select a file to upload (Excel or CSV). This file can contain any of the following fields:

- Unique ID (Required)**
- Email Address (Required)**
- First Name**
- Last Name**
- Job Title**
- Company Name**
- Domain**

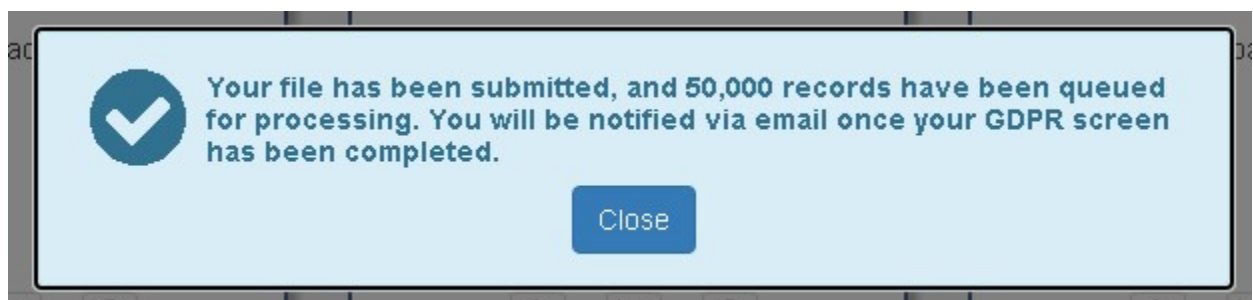
Your data will be treated securely and with confidentiality throughout the duration of this analysis.

8. Map your input fields and click “Initiate GDPR Screen”



A screenshot of a web form titled "Use the form below to map as many columns as possible." The form contains seven rows, each with a label on the left and a dropdown menu on the right. The labels are: "Unique ID \*", "Email Address \*", "Company Name", "First Name", "Last Name", "Title", and "Domain". The dropdown menus contain the following values: "ID", "Email", "COMPANY", "FNAME", "LNAME", "TITLE", and "Domain". At the bottom of the form is a blue button labeled "Initiate GDPR Screen", with a red arrow pointing to it from the right.

9. Upon submission, you'll receive the following confirmation.



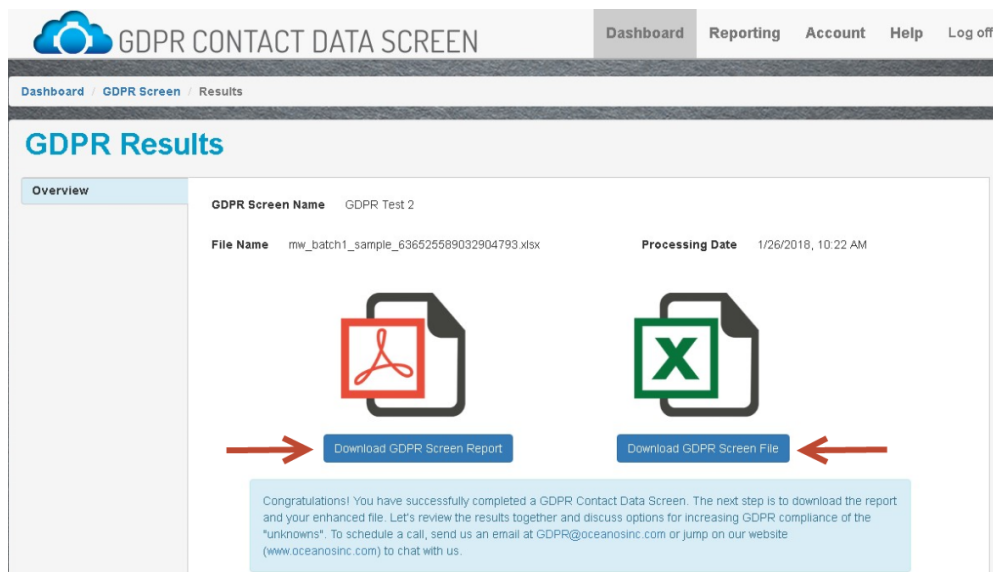
## What Happens After You Submit Your File

Your file will be staged and placed in a queue for processing. When the processing is complete (usually within a few hours) you'll receive an email with a link to download the report and processed file.

10. Click “[Oceanos Cloud Portal](#)” to see the results of the GDPR Screen.



11. The GDPR Results page provides access to your report and your enriched file.



If you would like to discuss the results, send us an email at [GDPR@oceanosinc.com](mailto:GDPR@oceanosinc.com) or just start a website chat at [www.oceanosinc.com](http://www.oceanosinc.com)

**Disclaimer:** The content of this document and subsequent report is not to be considered legal advice and should be used for information purposes only. The free scan is our best effort to identify the geolocation of a person and is not a complete solution. The geo-location data is sourced from a network of trusted partners from self-reported public sources. We do not claim that all appends are 100% accurate since publically available data sources contain a percentage of outdated or inaccurate information. Oceanos offers additional screens to increase GDPR compliance. Talk to an Oceanos technologist to learn more.