

# Marketing Data Privacy and Consent Management

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Department: Marketing, Legal & Compliance

## 1. Compliance Mandate

All marketing data collection, processing, and storage must strictly comply with global regulations, including the **GDPR, CCPA, and regional laws** where data subjects reside. **Data Privacy is a core priority.**

## 2. Consent Acquisition and Management

- **Explicit Consent:** For all non-essential data processing (e.g., personalized marketing emails, third-party advertising tracking), explicit, affirmative consent must be obtained. Pre-checked boxes are prohibited.
- **Cookie Consent:** Mandatory use of a robust **Consent Management Platform (CMP)** on the website to manage visitor preferences for non-essential cookies.
- **Proof of Consent:** The date, time, method, and specific text of the consent granted must be logged and auditable in the CRM.

## 3. Data Processing and Retention

- **Purpose Limitation:** Data collected for marketing purposes (e.g., newsletter signup) must not be used for a separate, incompatible purpose (e.g., R&D model training) without new consent.
- **Retention:** Marketing prospect data will be purged from the active database if there is no recorded activity (clicks, opens, form submission) for **[24 months]**.

## 4. Right to Opt-Out and Be Forgotten

Every marketing communication (email, SMS) must include a clear, one-click mechanism to unsubscribe. Requests for the "Right to Erasure" must be processed by the Digital Marketing team and confirmed within **[30 calendar days]**.