



GDPR User Guide

1. Marketing Preferences

ALL customers added to Dealerweb Showroom will be opted out of all marketing by default.

We will also change the way by which marketing preferences are recorded:

Walk-In Enquiries

Prior to the user being able to save a new enquiry, the following pop-up will appear:

The screenshot shows a web form for 'Retail Detail' with fields for Sales Executive, Name, Company, Address, Telephone, E Mail, Contact, Enquiry Detail, and Purchase Detail. A 'GDPR Compliance' pop-up is overlaid on the form. The pop-up contains the following text:

GDPR Compliance

IMPORTANT USER INFORMATION. PLEASE READ.

By using this application to enter and/or update customer personal data, you confirm that: (a) you have explained to the customer how their personal data will be processed by Eight Technology Ltd (Dealerweb); (b) you have alerted the customer to our privacy policy <http://www.dealerweb.org/privacy>; and (c) the customer has indicated that they agree to the processing of their personal data.

As a data controller for the purposes of the data protection legislation, Ford Retail Group must comply with various obligations when processing personal data. Failure to comply with the data protection legislation may result in criminal prosecution and/or civil proceedings. As an employee of xxxxxxxxxxxxxxxxxxxx you are aware of your employer's obligations in respect of the data protection legislation and all customer information will be recorded by you in accordance with the data protection legislation and [Dealerweb's/our] policy. Please see [Dealerweb's/our] policy <http://www.dealerweb.org/privacy> for more information.

I confirm the above statement ☐ Proceed

GDPR not completed

GDPR Compliance

Opt In Letter ☐ EMail ☐ SMS ☐ Telephone ☐

A red arrow points to the checkbox for 'I confirm the above statement'.

This confirms that a data privacy statement has been explained to the customer.

Having checked this box, the user can click 'Proceed'.

The user will now be able to add the customers' marketing preferences.

Retail Detail

FORD

Sales Exec.

Name

Company

Address

Telephone

E Mail

Contact

Enquiry Detail

Purchase Detail

Title

Forename

Surname

Salutation

Company

House Name/No

Street

Town

City

Postcode

Mobile

Work

Home

Email

Walk In

New or Used

Model

Source

Autotrade

Estimated Date

Status

Mr

Example

Customer

Dear

Mr

99

Anystreet

Anycity

EX2 7WN

01392123

Walk In

New

Fiesta

Autotrade

Now

Medium

GDPR Compliance

IMPORTANT USER INFORMATION. PLEASE READ.

By using this application to enter and/or update customer personal data, you confirm that: (a) you have explained to the customer how their personal data will be processed by Eight Technology Ltd (Dealerweb); (b) you have alerted the customer to our privacy policy <http://www.dealerweb.org/privacy>; and (c) the customer has indicated that they agree to the processing of their personal data.

As a data controller for the purposes of the data protection legislation, you must comply with various obligations when processing personal data. Failure to comply with the data protection legislation may result in criminal prosecution and/or civil proceedings. As an employee of you are aware of your employer's obligations in respect of the data protection legislation and all customer information will be recorded by you in accordance with the data protection legislation and [Dealerweb's/our] policy. Please see [Dealerweb's/our] policy <http://www.dealerweb.org/privacy> for more information.

I confirm the above statement ☒ Proceed

From time to time we would like to keep the customer informed about exciting offers and news relating to our products and services. This could be direct communications from or from carefully selected third parties engaging with customers on our behalf. If the customer would like to hear from us, please tick the below 'Opt-In' box and carefully select the customer's preferred contact methods

GDPR not completed

Opt In

Letter

Email

SMS

Marketing Preferences – Tick to Opt-In

Letter

Email

SMS

Telephone

Letter

Email

SMS

Telephone

Confirm Preferences & Close

Notice that we now have a two-tiered approach to Marketing Preferences - dealer / dealer group and third party (should you have data feeds to third parties from Dealerweb Showroom).

NB: This process is also triggered upon the recycling of an existing customer from Lost Sale or Delivered status, with preferences re-set to Opted-Out.

Non Walk-In Enquiries (Prospect Call, Email, Lead, Telephone)

As there is no physical contact with the customer and customer details are often added to Dealerweb Showroom after the contact event (e.g. after the Sales Executive has finished the phone call), the process described above is slightly different....

The enquiry is added using the same process as current, with the GDPR pop-up described above being suppressed.

At an appropriate time in the process, the Sales Exec (or any other user) can click on the 'GDPR Compliance' section (which will show as 'Incomplete') in the customer record, to specify marketing preferences. This will trigger the pop-up allowing the addition of the customers' marketing preferences.

The screenshot displays the Dealerweb system interface. On the left, the 'Retail Detail' tab is active, showing customer information for ID 789636. The 'Sales Exec.' field is set to 'Maruf Ahmed'. The 'Name' field shows 'James Hill' with a title of 'Mr'. The 'Company' field is empty. The 'Address' field shows 'Endeavour Avenue, Exeter, EX2 7GR'. The 'Telephone' field shows '0741264815'. The 'Enquiry Detail' section shows 'New or Used' as 'New', 'Model' as 'B-Max', 'Source' as 'Autotrader.co.uk', 'Estimated Date' as 'Now', and 'Status' as 'Medium'. At the bottom, the 'Communications' section is visible, with a red box highlighting the 'GDPR Compliance Incomplete' status. A red arrow points from the text above to this status. The right side of the screen shows the 'Current Vehicle' and 'Enquiry Profile' sections. The 'Current Vehicle' section has fields for 'Make & Model', 'Registration', 'Mileage', and 'Trade In'. The 'Enquiry Profile' section has fields for 'Funding', 'Priv Relationship', 'Family', and 'Main Feature'. The 'Contacts' section shows 'Today's Contact' and 'Next Contact' with a date of '13-Apr-2018' and a time of '11-Apr-2018'. The 'Contact 1' section shows 'NPC 13-Apr Dealerweb Support'.

As you will see, the system clearly communicates to a user that the GDPR Compliance process has not been completed, by virtue of the word 'Incomplete' being visible in the GDPR Compliance section.

As a safeguard, and to ensure that users update this going forward, a prompt to complete the GDPR Compliance process will appear automatically when the user attempts to save a face-to-face contact (Showroom, Visit, Appt Kept).

Retail Detail

ID 789636

Sales Exec.

Message

Maruf Ahmed

Name

Title

Mr

Forename

James

Surname

Hill

Salutation

Dear

Mr Hill

Company

Company

Address

House Name/No

8

Street

Endeavour Avenue

Town

Exeter

City

Exeter

Postcode

EX2 7GR

Mobile

0741264815

Work

Home

E Mail

E Mail

Contact 1

Type

Telephone

New or Used

New

Model

B-Max

Source

Autotrader.co.uk

Purchase Detail

Estimated Date

Now

Status

Medium

Communications

Create

View

GDPR Compliance Incomplete

Opt In

Letter

E Mail

SMS

Telephone

Wanted

ToB

Appraisal

Dealbuilder

Save

Current Vehicle

Make & Model

Registration

Mileage

Trade In

No.

Date

?

Enquiry Profile

- Funding -

Same Sex Partners

- Family -

Main Feature

Contacts

Today's Contact

Next Contact

Contact 1

Telephone

13-Apr-2018

Dealerweb Support

Showroom

Visit

Appt Kept

Retail Detail

ID 789636

Sales Exec.

Message

Test User

Name

Title

Mr

Forename

Example

Surname

Customer

Salutation

Dear

Mr Customer

Company

Company

Address

House Name/No

99

Street

Osprey House

Town

Sowt

City

Exeter

Postcode

EX2 7WN

Mobile

Work

Home

01392123456

E Mail

E Mail

Contact 1

Type

Telephone

New or Used

New

Model

B-Max

Source

Autotrader.co.uk

Purchase Detail

Estimated Date

Now

Status

Medium

Communications

Create

View

GDPR Compliance Incomplete

Opt In

Letter

E Mail

SMS

Telephone

Wanted

ToB

Appraisal

Dealbuilder

Save

Current Vehicle

Make & Model

Registration

Mileage

Trade In

No.

Date

?

Enquiry Profile

- Funding -

Same Sex Partners

- Family -

Main Feature

Contacts

Today's Contact

Next Contact

Contact 1

Telephone

13-Apr-2018

Dealerweb Support

Dealerweb has identified problems

GDPR Compliance should be completed

GDPR Compliance

2. Preference Confirmation Form

Once the GDPR process and preference capture process has been completed, a form can be printed (if required) for the customer to sign confirming preferences.

The screenshot shows a web-based form for a car dealership. The left sidebar contains navigation links: Sales Exec., Name, Company, Address, Telephone, E Mail, Contact 1, Enquiry Detail, and Purchase Detail. The main content area is divided into several sections:

- Retail Detail** (ID 789662): Includes fields for Message, Title, Forename, Surname, Salutation, Company, House Name/No, Street, Town, City, Postcode, Mobile, Work, Home, E Mail, Type, New or Used, Model, Source, Estimated Date, and Status.
- Current Vehicle**: Includes fields for Make & Model, Registration, Mileage, and Trade In.
- Enquiry Profile**: Includes fields for Funding, Priv Relationship, Family, and Main Feature.
- Contacts**: Includes fields for Today's Contact, Next Contact, and a New Contact button.
- Communications**: Includes a Create button, a View button, and a GDPR Compliance section with checkboxes for Opt In, Letter, EMail, SMS, and Telephone.

A red arrow points to a print icon in the Communications section.

The form can be printed by clicking on the print icon.

Within our new 'GDPR Updates' feature (see page 7), we can audit if this icon was clicked on.

NB: This form can be bespoke by dealer group. Please contact your Account Manager if a bespoke form is required.

3. Marketing Preferences Display on Order Form

Selected marketing preferences are displayed on the Vehicle Order Form

Manufacturer's Delivery Charge		20.83
SUB-TOTAL		17445.83
VAT @ 20%		3489.17
Road Fund Licence (CO2 119 g/km) & First Reg. Fee		220.00
INVOICE TOTAL		21155.00
Cash Back	<input type="checkbox"/>	0
Less Deposit	Receipt No. <input type="checkbox"/>	0
Less Part Exchange Allowance		0
Add Finance Balance Outstanding		0
Balance Due From Finance Company		21155.00
Balance Due From Customer		0.00

Part Exchange Details		
Make	Model	
Reg. No.	Chassis No.	1st Reg. Date
Colour/Trim	Mileage	Previous Owners
Road Fund Licence Expiry	MOT Expiry	Reg. Doc. Yes/No
Finance Outstanding	Finance Co.	Finance Agreement No.

I/We, acknowledge receipt of a copy of this order and accept the terms, conditions and warranty detailed.
 You have indicated that you're happy to be kept up to date about exciting offers and news related to our products and services from us and carefully selected third parties, by the following methods (ticked as opted in)

Group - by Mail ☐ by SMS ☐ by Email ☐ by Phone ☐
 3rd Party - by Mail ☐ by SMS ☐ by Email ☐ by Phone ☐

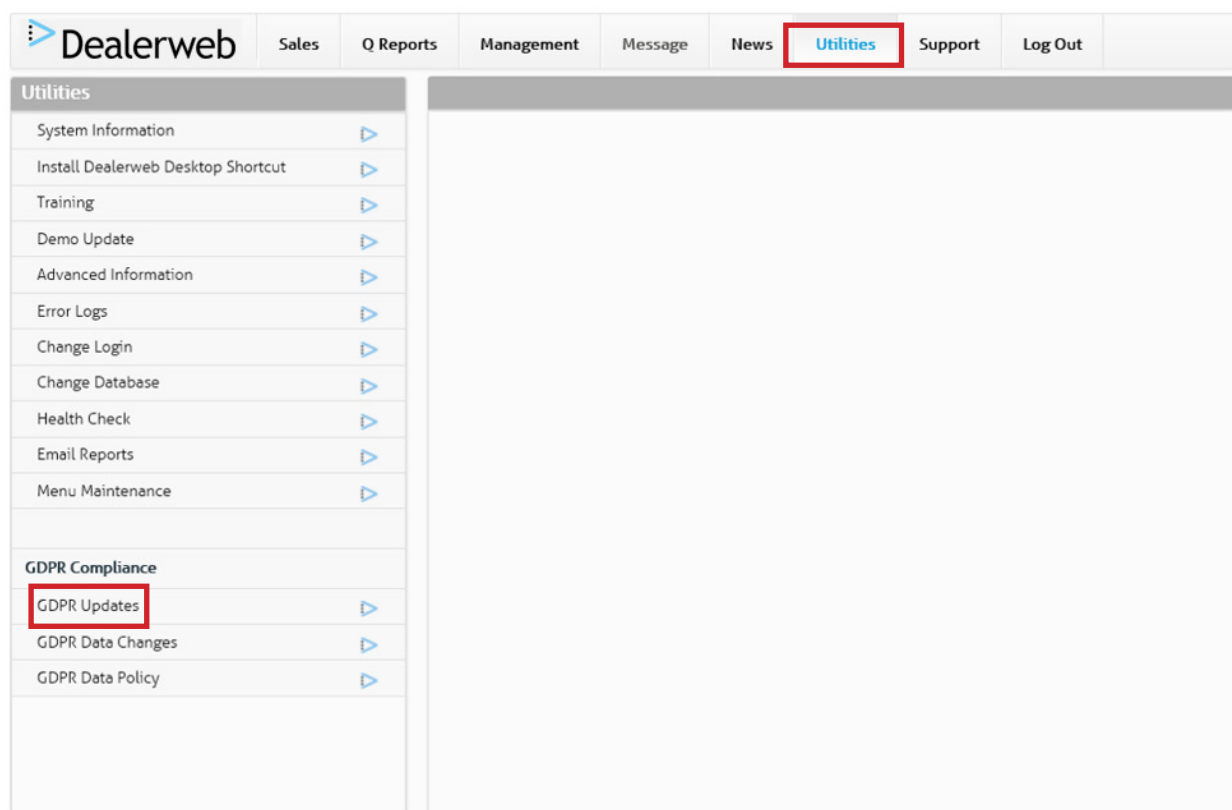
Purchaser's Signature	Business Manager's Signature	Date
Sales Manager's Signature	Sales Manager only to sign - This order is subject to the Sales Manager's approval.	

NB: This will supersede any bespoke text currently on the Vehicle Order Form

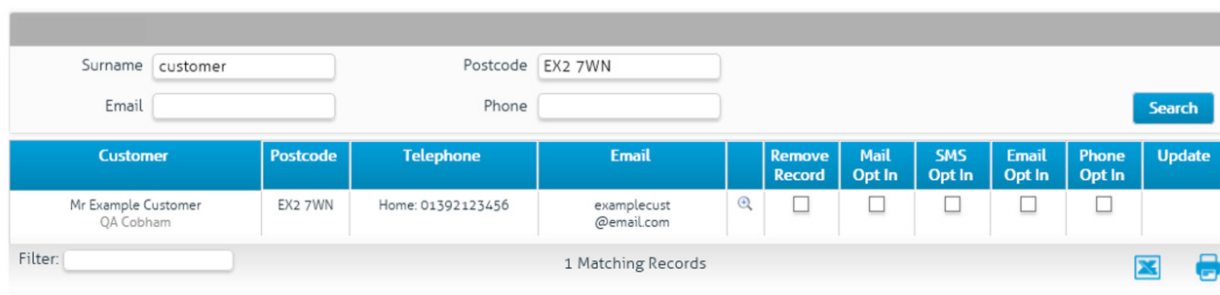
4. Audit Log

Our 'GDPR Updates' feature provides full audit capability of customer Personally Identifiable Information (PII) that has been amended, including preference changes.

The audit information will include what PII changed, which user changed it, what it was changed from and what it currently is.



The screenshot shows the Dealerweb application interface. At the top is a navigation bar with tabs: Sales, Q Reports, Management, Message, News, Utilities (highlighted with a red box), Support, and Log Out. Below the navigation bar is a sidebar menu. The 'Utilities' section is expanded, showing a list of options: System Information, Install Dealerweb Desktop Shortcut, Training, Demo Update, Advanced Information, Error Logs, Change Login, Change Database, Health Check, Email Reports, Menu Maintenance, and a 'GDPR Compliance' section. The 'GDPR Updates' option is highlighted with a red box. The main content area is currently empty.



The screenshot shows the search results page in the Dealerweb application. At the top, there are search filters: Surname (customer), Postcode (EX2 7WN), Email, and Phone. A 'Search' button is on the right. Below the filters is a table with the following columns: Customer, Postcode, Telephone, Email, Remove Record, Mail Opt In, SMS Opt In, Email Opt In, Phone Opt In, and Update. The table contains one record for 'Mr Example Customer QA Cobham' with Postcode 'EX2 7WN', Telephone 'Home: 01392123456', and Email 'examplecust@email.com'. The 'Remove Record' column has a checkbox, and the 'Update' column has a magnifying glass icon. Below the table, there is a 'Filter:' input field and a message '1 Matching Records'. There are also icons for a magnifying glass and a printer.

Customer	Postcode	Telephone	Email	Remove Record	Mail Opt In	SMS Opt In	Email Opt In	Phone Opt In	Update
Mr Example Customer QA Cobham	EX2 7WN	Home: 01392123456	examplecust@email.com	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

GDPR - Mr Example Customer (789595)			
26 Feb 2018 08:56 - Dealerweb Support			
	Current	Changed From	Changed To
Title	Mr		
First Name	Example		
Company			
Surname	Customer		
Address 1	99		
Address 2	Osprey Road		
Address 3	Sowton Industrial Estate		
Address 4	Exeter		
PostCode	EX2 7WN		
Tel 1	01392123456		
Tel 2			
Tel 3			
Email	examplecust@email.com	examplecustomer@email.com	examplecust@email.com
no Mail	Opted Out		
no SMS	Opted Out		
no Email	Opted Out		
no Telephone	Opted Out		

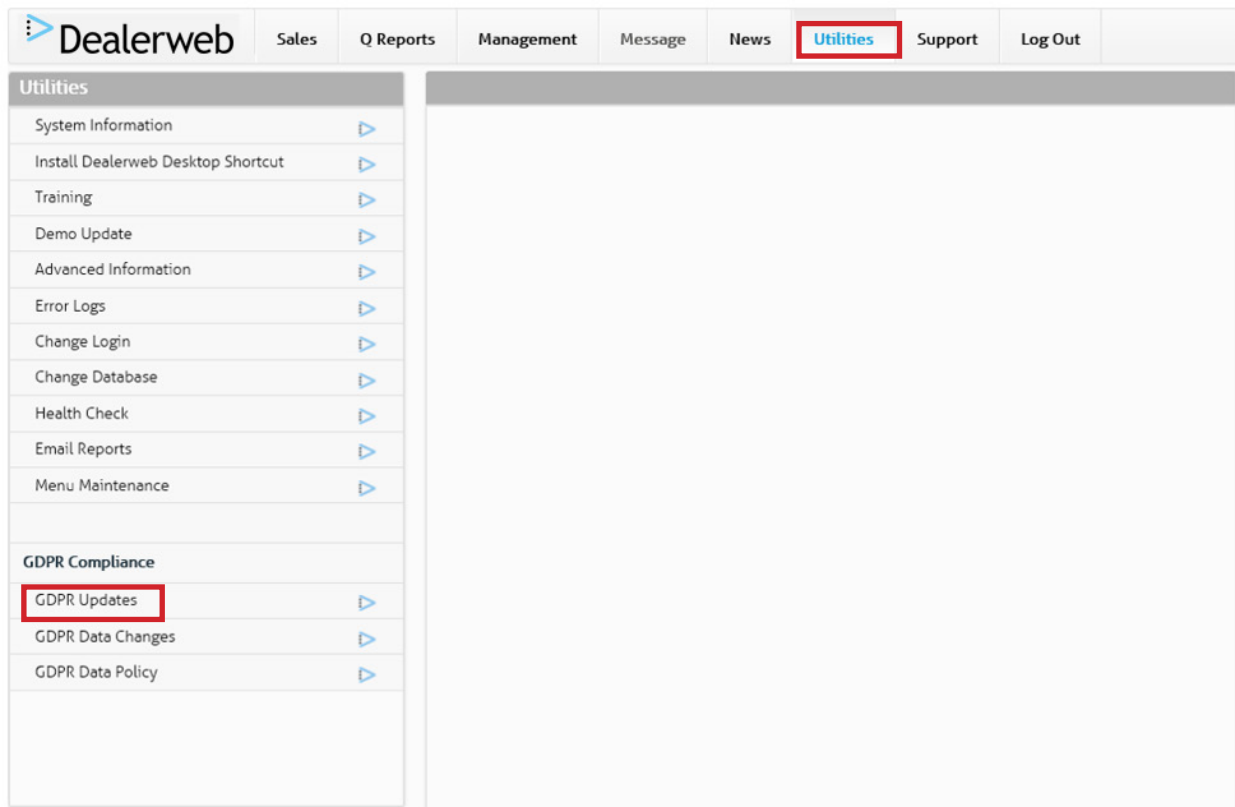
Change made

GDPR - Mr Example Customer (789595)	
Changed By	Change-Date
Dealerweb Support	Updated - 26 Feb 2018 08:56
Dealerweb Support	Added - 26 Feb 2018 07:49

Audit History

5.Data Changes Between a Date Range

We have built a report that displays PII and preference changes between a user defined date range.



The screenshot shows the Dealerweb application interface. At the top is a navigation bar with the following tabs: Sales, Q Reports, Management, Message, News, Utilities (highlighted with a red box), Support, and Log Out. Below the navigation bar is a sidebar menu. The sidebar menu has two main sections: 'Utilities' and 'GDPR Compliance'. Under 'Utilities', there are several items: System Information, Install Dealerweb Desktop Shortcut, Training, Demo Update, Advanced Information, Error Logs, Change Login, Change Database, Health Check, Email Reports, and Menu Maintenance. Under 'GDPR Compliance', there are three items: GDPR Updates (highlighted with a red box), GDPR Data Changes, and GDPR Data Policy. The main content area of the application is currently empty.

GDPR Group Data Changes

From 01-Mar-2018

To 16-Apr-2018

Search

Customer	Postcode	Telephone	Email	Action		Mail Opt In	SMS Opt In	Email Opt In	Phone Opt In	Detail
	EX2 7GR			Added 11 Apr 2018 11:43	Group 3 rd Party	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
	TQ1 1QT			Updated 03 Apr 2018 11:00	Group 3 rd Party	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
	NW2 7DY			Updated 29 Mar 2018 13:15	Group 3 rd Party	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
	EN6 5JL			Updated 29 Mar 2018 11:54	Group 3 rd Party	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
	EX2 7AA			Added 26 Mar 2018 13:56	Group 3 rd Party	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
	NW3 2JL			Updated 26 Mar 2018 13:35	Group 3 rd Party	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
	NW3 2JL			Updated 26 Mar 2018 13:26	Group 3 rd Party	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
	EX20 1AG			Added 23 Mar 2018 16:13	Group 3 rd Party	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
	EX2 7GR			Removed	Group	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

Filter:

29 Matching Records

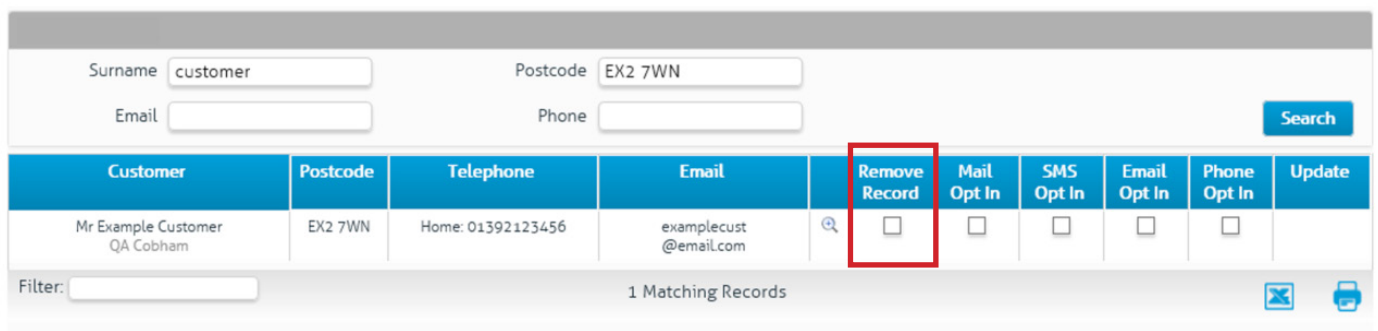
Click to view what's changed.

GDPR - Mr James Hill (789623)			
23 Mar 2018 14:36 - Dealerweb Support			
	Current	Changed From	Changed To
Title	Mr		
First Name	James		
Company			
Surname	Hill		
Address 1	999		
Address 2	Endeavour Avenue		
Address 3			
Address 4	Exeter		
PostCode	EX2 7GR		
Tel 1			
Tel 2	07123456789		
Tel 3	01384 123456		
Email			
no Mail	Opted Out		
no SMS	Opted In	Opted Out	Opted In
no Email	Opted In	Opted Out	Opted In
no Telephone	Opted Out		
TP noMail	Opted Out		
TP noSMS	Opted Out		
TP noEmail	Opted Out		
TP noTelephone	Opted Out		

GDPR Group Data Changes							
From 01-Mar-2018 To 16-Apr-2018							
Search							
Action		Mail Opt In	SMS Opt In	Email Opt In	Phone Opt In	Detail	
Updated ar 2018 13:26	Group 3 rd Party	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		
Added ar 2018 16:13	Group 3 rd Party	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
Removed ar 2018 14:45	Group 3 rd Party	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
Updated ar 2018 14:41	Group 3 rd Party	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
Added ar 2018 14:40	Group 3 rd Party	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
Updated ar 2018 14:36	Group 3 rd Party	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>		
Added ar 2018 14:15	Group 3 rd Party	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>		
Updated ar 2018 14:34	Group 3 rd Party	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>		
Added	Group	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		

6. Removal of PII

Using the 'GDPR Updates' menu item as above, users (with the appropriate level of access) are able to remove PII should a Data Subject Request be received.



The screenshot shows a web interface for managing customer data. At the top, there are search filters: Surname (customer), Postcode (EX2 7WN), Email, and Phone. A 'Search' button is on the right. Below the filters is a table with the following columns: Customer, Postcode, Telephone, Email, Remove Record, Mail Opt In, SMS Opt In, Email Opt In, Phone Opt In, and Update. The first row of data shows 'Mr Example Customer QA Cobham' with postcode 'EX2 7WN', telephone 'Home: 01392123456', and email 'examplecust@email.com'. The 'Remove Record' column for this row contains a checkbox, which is highlighted with a red rectangle. Below the table, there is a 'Filter:' input field and a status bar indicating '1 Matching Records'. There are also icons for a full-screen view and a print function.

Customer	Postcode	Telephone	Email	Remove Record	Mail Opt In	SMS Opt In	Email Opt In	Phone Opt In	Update
Mr Example Customer QA Cobham	EX2 7WN	Home: 01392123456	examplecust@email.com	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

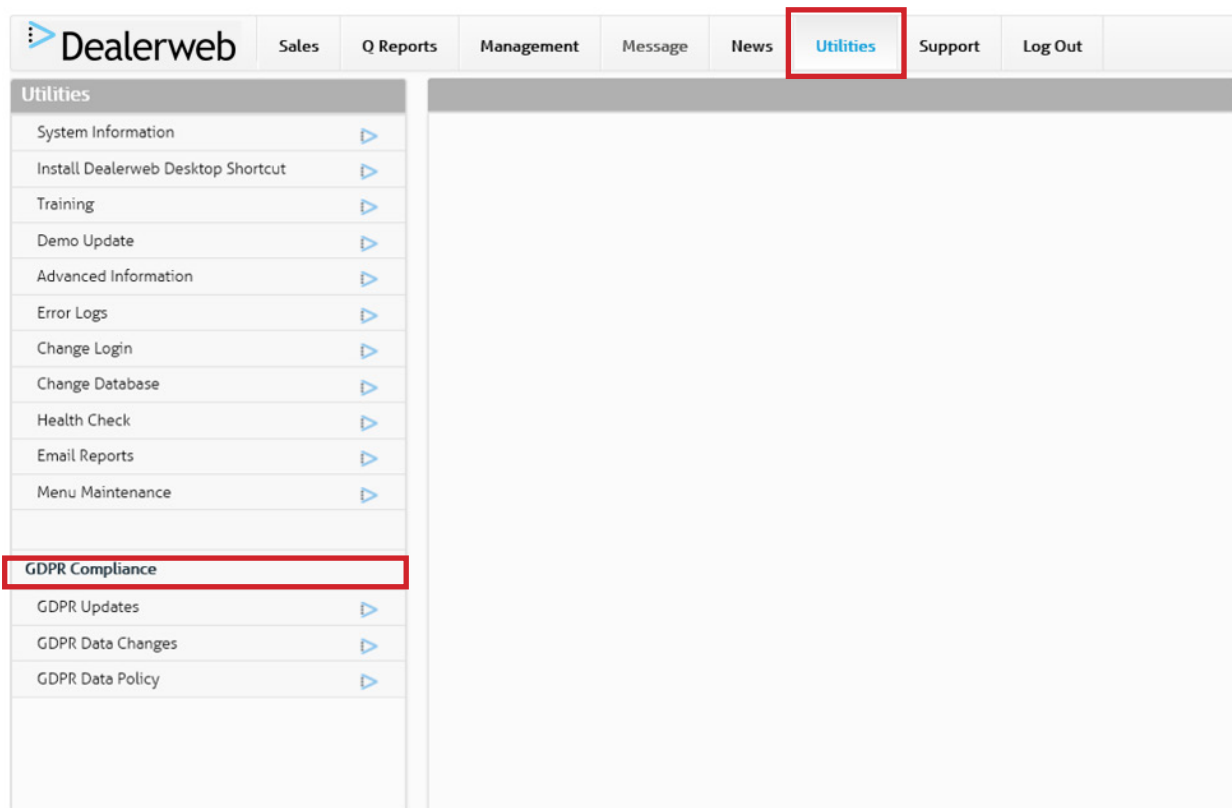
Importantly, only PII is removed. All historic activity such as demo, offers, orders and profit information, is retained

7. Data Retention Policy

A Data Retention Policy is configurable (by a user with the appropriate level of access) in Dealerweb Showroom.

This enables the setting of a periodic, automatic customer deletion routine, and can be tailored depending on historic customer events and recent customer interactions.

NB: Once a record is deleted it cannot be undone. ALL customer information is deleted, including historical reporting footprints.



GDPR Customer Data Retention Policy

Data Policy Actioned	<input type="text" value="Quarterly"/>	On the 1st of Jan, Apr, Jul and Oct
Delivered Customer Retention Period No Contact in Last	<input type="text" value="7 Years"/>	
Enquiry Retention Period No Contact in Last	<input type="text" value="3 Years"/>	
Quotes not Ordered	<input type="text" value="3 Years"/>	
Documents e.g. Appraisals, Demo Forms, FCA etc	<input type="text" value="7 Years"/>	
Communications e.g. Letters, Emails, SMS	<input type="text" value="3 Years"/>	

Our data retention policy allows criteria to be set, depending on whether the customer has transacted historically or not, which if met, will lead to deletion of the customer and all associated data / activity.

It's also possible to delete other customer attributes, such as historic quotes, appraisals and communications (such as text messages).

Delivered Customer Retention Period (Transacted Customers)

This will delete any customer record who has had a vehicle Delivered if no contact event has been recorded within the defined retention period.

Enquiry Retention Period (Non-Transacted Customers)

This will delete any non-transacted customer record (live enquiries and Lost Sale status customers), who have not had a contact event recorded against their record within the defined retention period. For example, if the Enquiry Retention Period was set to 3 years, all customers who have not had a contact event recorded against their record in the last 3 years would be deleted.

NB: If a customer is currently at a non-transacted status (live enquiry or Lost Sale) but has previously had a vehicle delivered, the Delivered Customer Retention Period will apply.

Quotes not Ordered

This will delete any quotes that did not result in an order, as soon as the quote reaches the age defined in the retention policy.

Documents

This will delete any document generated in Dealerweb Showroom. E.g. Appraisal forms, Test Drive Forms as soon as the document reaches the age defined in the retention policy.

Communications

This will delete any historic communications generated from Dealerweb Showroom. E.g. SMS text messages, emails, as soon as the communication reaches the age defined in the retention policy.

Once the appropriate policies and deletion frequencies have been selected, the system will display how many customers, of each status and other attributes (i.e. quotes, documents and communications), will be deleted on the next deletion trigger date (always the first of the month):

GDPR Customer Data Retention Policy

Data Policy Actioned

Quarterly

On the 1st of Jan, Apr, Jul and Oct

Delivered Customer Retention Period No Contact in Last

4 Years

Enquiry Retention Period No Contact in Last

3 Years

Quotes not Ordered

3 Years

Documents e.g. Appraisals, Demo Forms, FCA etc

7 Years

Communications e.g. Letters, Emails, SMS

3 Years

As Deletions cannot be reversed please:-

confirm each retention period by ticking the box

add an email for a 10 day notification of next actions

save the settings

Email

nc@789.com

Save Settings

Next Data Policy Action Date

01-Jul-2018

Delivered Customers with No Contact to be Deleted

15541

Enquiries with No Contact to be Deleted

200582

Quotes not Ordered to be Deleted

562297

Documents to be Deleted

0

Communications to be Deleted

317693

As deletions cannot be undone, we have included a feature that will send an email, 10 days before a scheduled deletion event, notifying the recipient how many records are going to be deleted the deletion date.

The recipient can then access the system to disable the deletion event if required.

8. Customer & Enquiry Marketing

To reflect the additional '3rd Party' marketing preferences, Enquiry Marketing and Customer Marketing have been updated to provide the ability to run the report / extract depending on data usage.

Criteria Selection

Data Usage

--- select ---

▼

Sales Exec. =

--- select ---

Post Code like

in Group

First Contact =

for 3rd Party

First Contact Date

From

✕

To

✕

New/Used

=

--- select ---

▼

Model

=

--- select ---

▼

Source

=

--- select ---

▼

Expected Replacement Date

From

✕

To

✕

Status

=

--- select ---

▼

Reason No Sale

=

--- select ---

▼

Current Vehicle

=

--- select ---

▼

Funding

=

--- select ---

▼

Priv Relationship

=

--- select ---

▼

Family

=

--- select ---

▼

Main Feature

=

--- select ---

▼

Department

=

--- select ---

▼

Last Contact Date

From

✕

To

✕

Valid Email

▼

Update & Save

Enquiry Marketing - TrustFord

If the report is run for 'In Group', the output will only display / apply a customer's dealer group preferences. If the report is run for '3rd Party' the output will only display / apply a customer's preferences 3rd party preferences.

The Excel output will have Xs and strikethroughs in the text for opted out customers.

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
1	ID	No Mail	No Email	No SMS	No Tel	Title	First Name	Surname	Company	Address	Address	Address	City	Post Code	E Mail	Home	Mobile	Work
2	789736	X	X	X	X	Mr	Test	Customer							test.customer@email.com	8999999999		
3	530110					Mr	Joe	Bloggs		1 The Street	Anytown			AT1 1AB	joe.bloggs@email.com	1392123456		
4	670977					Mrs	John	Doe		2 The Street	Anytown			AT1 1AB	john.doe@email.com	1392123456		
5																		



For more information, or if you have any questions, please contact your Account Manager.

Alternatively, please call Dealerweb Client Services on +44 (0)1392 247477, or email info@8technology.com.

Eight Technology Ltd.
Osprey House, Osprey Road
Exeter
EX2 7WN
United Kingdom

