

Canvassing, Data Protection and Electronic Marketing



IRELAND IS A DEMOCRACY AND POLITICIANS MUST BE ABLE TO EFFECTIVELY COMMUNICATE WITH VOTERS.

HELP PROTECT THE INDIVIDUAL'S RIGHT TO DATA PRIVACY WHEN CANVASSING:



POST

You may use the names and addresses of those on the Electoral Register for the purpose of electoral campaign activity by, for example, issuing postal election leaflets to individuals.



DOOR-TO-DOOR CALLS

When making door-to-door calls ensure proper safeguards are in place to accurately record and protect any data collected regarding political opinion. If you ask constituents for their contact information (e.g. telephone number or email address) make sure they consent to follow-up contact if you plan it. Set out clear rules as to who may access the data you gather, where it is to be stored, in what form and how long it will be retained.



ELECTRONIC MARKETING

Only text, phone, email or fax individuals:
who consent (perhaps by Party membership or having given their consent explicitly when canvassed)
or
who have renewed previously provided consent to contact regarding election matters from you or your Party within the last 12 months (for example by not opting out when your Party or the candidate issued marketing communications to them which provided them with an opt out mechanism).

Where electronic communication is made, always include a simple and easy-to-use opt-out option.

WEBSITES (including Party Websites)

Cookies

If your website uses cookies to collect information from individuals, communicate clearly to the user, detailing the terms of cookies usage and a means of giving or refusing consent.



PRIVACY STATEMENTS

Ensure websites include clear and prominent privacy statements, telling users who you are, what personal data you are collecting, and what you are going to do with their data.

DATABASES

Remember, if you are compiling databases of supporters and potential supporters, you must ensure you treat the personal data of individuals fairly, in line with the Eight Principles of Data Protection:



8 PRINCIPLES OF DATA PROTECTION:

1. Obtain and process information fairly.
2. Keep it only for one or more specified, explicit and lawful purposes.
3. Use and disclose it only in ways compatible with these purposes.
4. Keep it safe and secure.
5. Keep it accurate, complete and up-to-date.
6. Ensure that it is adequate, relevant and not excessive.
7. Retain it for no longer than is necessary for the purpose or purposes.
8. Give a copy of his/her personal data to an individual, on request.

At no time should you use contact information obtained from third parties for direct marketing purposes.

This leaflet is guidance and does not purport to be legal advice.

If you have any queries, please do not hesitate to contact our Helpdesk on LoCall 1890 25 22 31