

# Webinar GDPR Guidelines

*WilliamReed.*

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# ACTIVE CONSENT

1

## What is it?

Your webinar registrants' data will be shared with you for actively consented users ONLY. When registering, users will have to tick the box YES on the disclaimer as shown below.

2

## Active consent disclaimer text

This webinar is a free service provided to you by [publication name] and this service is produced by [your company name].

Please let us know if you are happy for [your company name] to contact you about their products and services:

By email:

- Yes I agree to be contacted by email
- No I do not agree to be contacted by email

By phone:

- Yes I agree to be contacted by phone
- No I do not agree to be contacted by phone



- ✓ Robust and transparent consent process
- ✓ Provides users with greater control over their data
- ✓ Establish trust and protect user privacy



- Can be disruptive to user experience
- May deter users from accessing the website
- Higher cost per lead

The screenshot shows a registration page for a webinar titled "Beauty from Within" by NUTRA. The page includes a header with the NUTRA logo, the webinar title, and details: "Cosmetics Webinar • JULY 21 • FREE REGISTRATION". Below the header, there are two main sections: "REGISTER TODAY! Dummy Webinar - LA" and "SIGN UP".

The "REGISTER TODAY!" section includes a button for "ALREADY REGISTERED?", a "YOUR LOGO HERE" placeholder, and social media icons for Facebook, LinkedIn, Twitter, YouTube, and Instagram. It also lists "START DATE: XXXXXX", "START TIME: XXXXX", and "DURATION: XXXXXX". An "ABSTRACT" section contains placeholder text.

The "SIGN UP" section is a purple form with the following fields: "First Name", "Last Name", "Email Address", "Company", "Business Activity" (dropdown), "Job Title", "Job Seniority" (dropdown), "Job Function" (dropdown), "Company Employees" (dropdown), and "Work Phone". At the bottom of the form, there is a "Country" dropdown set to "UNITED KINGDOM".

Below the form, there is a "SPEAKERS" section with two entries: "Laura Allen" and "Celine Lebon", each with a profile picture and a bio.

At the bottom of the page, there is a disclaimer: "I have read and agree to the terms of use and privacy policy. Got a burning question about this topic? Send it to us using the box below and we will try to have it answered by our expert panelists. You are also welcome to ask questions on the live day." Below this is a text input field and a "2" in a red circle.

At the very bottom, there are two more dropdown menus: "By Email:" and "By Phone:".

# LEGITIMATE INTEREST

1

## What is it?

The action of registering to the webinar is used as consent to share your data with the webinar content producer.

2

## Legal disclaimer text

This webinar is a free service provided to you by [**publication name**] and this service is produced by [**your company name**]. In order for you to receive this content, the above data is provided to [**your company name**], the content producer.



- ✓ Minimal disruption to user experience
- ✓ Greater control over the data than consent
- ✓ Covers a range of interest



- Need to be specific about your purpose for processing the data
- Users may not be aware that their data is being collected
- May disrupt user trust and transparency

**JOIN US!** Natural Vitamin K2 MK-7: Beyond Heart and Bone Health (Good for More Than You Think Possible) novozymes one HEALTH

**REGISTER TODAY!** Natural Vitamin K2 MK-7: Beyond Heart and Bone Health (Good for More Than You Think Possible)


**ALREADY REGISTERED?**

novozymes one HEALTH

**AVAILABLE ON DEMAND**  
DURATION: 48 MINUTES

**ABSTRACT:**  
Vitamin K2 has historically been used for bone and heart health, but it plays a vital role in many more organs, tissues, and body systems by activating Vitamin K-Dependent Proteins (VKDPs). There are more than fifteen K2-dependent proteins, including those involved in bone health, soft-tissue mineralization like osteocalcin, Gas6, and MMP. In this webinar, we will focus on five clinical studies completed by Novozymes One Health on the role of K2 in supporting nerve health, numbness, tingling, and more.

**SPEAKER**



**Lacey Hall, MS, RD**  
Clinical Director of Learning and Development  
Microbiome Labs

Lacey Hall is a Registered Dietitian with a master's degree in clinical nutrition. Her background spans from use of medical nutrition therapy in acute care settings to application of holistic medicine in the wardrooms of Bali, Indonesia. Her original research on dietary supplement usage amongst hospitalized patients.

**SIGN UP**

First Name \*

Last Name \*

Email Address \*

Company \*

Company Activity \*

Job Title \*

Job Seniority \*

Job Function \*

Company Employees \*

Work Phone \*

Country \*

I have read and agree to the [terms of use](#) and [privacy policy](#). Got a burning question about this topic? Send it to us using the box below and we will try to have it answered by our expert panelists. You are also welcome to ask questions on the live day.

This Webinar is a free service provided by [William Reed](#) and the content is produced by [Novozymes One Health](#) for you to receive. The above data is provided to [Novozymes](#), the content producer.

**2**

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