

PERMISSION BASED DATA



WHAT IS PERMISSION-BASED DATA?

Permission-Based Data means that any information that is made publicly available by an individual or company on the internet is allowed to be used and accessed by other individuals and/or companies.



WHAT IS PERMISSION-BASED MARKETING

Permission-Based Marketing is an approach to selling goods and services that means a prospect explicitly agrees in advance to receive marketing communications. Prospects are given the ability to opt-out of receiving any information. From the vendor perspective, many experts believe that this is the most cost-efficient method to marketing leads because they are already identified and targeted.



HOW RINGLEAD USES THIS DATA?

RingLead DMS Enrichment will enrich your database by scanning the internet in real time to collect information from multiple sources and data vendors to give you the most accurate and recent information about your leads. Our crowd sourcing abilities allow us to collect data from any public domains including social media and company websites, to more effectively nurture leads and increase sales.



WHAT TYPE OF DATA IS AVAILABLE?

RingLead DMS Enrichment has the highest firmographic match rates in the industry and can pull critical information about prospects including direct dials, mobile numbers and company size and revenue.



HOW PERMISSION-BASED DATA AND MARKETING WORK TOGETHER?

DMS Enrichment is a great tool to quickly and easily collect public data regarding prospects. This information can then be used to better market your product or service to prospects by identifying and understanding key points about themselves and their company before even making a phone call. As always, prospects should be given the opportunity to decline further marketing communications if they so choose.

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WHY PERMISSION-BASED DATA SHOULD BE IMPORTANT TO YOU?

Data is an integral part of every organization and being able to obtain accurate and real-time information in a legal way, is pivotal to your company's success. With RingLead Data Management Solutions, you can be assured that the intelligence you're collecting is gathered in the most legal, and ethical way. We do not scrape, hack or use any other unethical or illegal forms to pull information. Everything RingLead DMS Enrichment collects with the click of a button, can be found scattered throughout the internet; but, RingLead DMS Enrichment's intelligent software does the hard work for you saving you time and money and increasing quality leads.

GDPR



GENERAL DATA PROTECTION REGULATION

The GDPR is a regulation put in place by the European Union to strengthen and unify data protection for all individuals and extends to all foreign companies processing data of EU residents. GDPR looks to give individuals and companies more control over their personal data and simplify the export of data outside the EU.



HOW THIS AFFECTS YOU?

TAs of May 25, 2018, all companies that store or process data of EU individuals and companies will be responsible to be compliant with GDPR regulations. Companies who choose to be non-compliant could face fines of up 4% of their total global revenue. Even if your company is not located in Europe, you may have prospects and current customers that are, and it is important to be aware of these new regulations in order to not be fined.



RINGLEAD'S COMPLIANCE

RingLead is currently in the process of becoming compliant with European GDPR regulations. RingLead policies will be set in place by the end of quarter 1.