


# GDPR & Social Login: How the new Regulation will affect the Registration Process?

- New Registration form
- The process of data validation

xeorpa




The new **General Data Protection Regulation (GDPR)** of the European Union, coming into effect on May 25, 2018, is an opportunity that will benefit all parties:

- **Companies**, because their clients and users' safe data management is a unique opportunity to develop and implement transparent processes of data requests.
- **Individuals**, because it enhances their control over the information they share with companies.

The process of **Social Login** provides the transparency required by individuals and the capacity to apply data-based business intelligence.

The compliance of companies with **GDPR** and their ability to deliver return on investment indeed depends on their choice of business partners and suppliers.

In **Xeerpa** we are ready to design and implement the new measures and strategies in compliance with GDPR, as well as to help our clients to leverage the correct and transparent usage of users' data.



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# INTRODUCTION

It goes without saying that nowadays Internet data privacy is one of the major concerns for users. The implementation of the new **GDPR** regulation marks a major shift in the way companies manage their clients or website visitors' data. The new regulation aims to reinforce the control individuals have over the data they share with companies.

As any regulatory change, **GDPR** implies an effort for any business to adjust to the new requirements. According to **PwC**<sup>1</sup>, **77%** of US companies employing over **500** workers expect to invest at least **one million dollars** [**9%** place this number above **10 million**] to comply with **GDPR**.

An investment of this magnitude requires some economic return. Fortunately, **GDPR** represents an opportunity to improve business by capturing and treating customer data in a more efficient way, aimed at offering goods and services that best fit their individual needs.

**Social Login** happens to be a key tool to achieve this: not only it helps companies to comply with **GDPR**, it also empowers brands to improve on the personalization so demanded by modern customers.

<sup>1</sup> "Pulse Survey: US Companies ramping up General Data Protection Regulation" by PwC, 2016

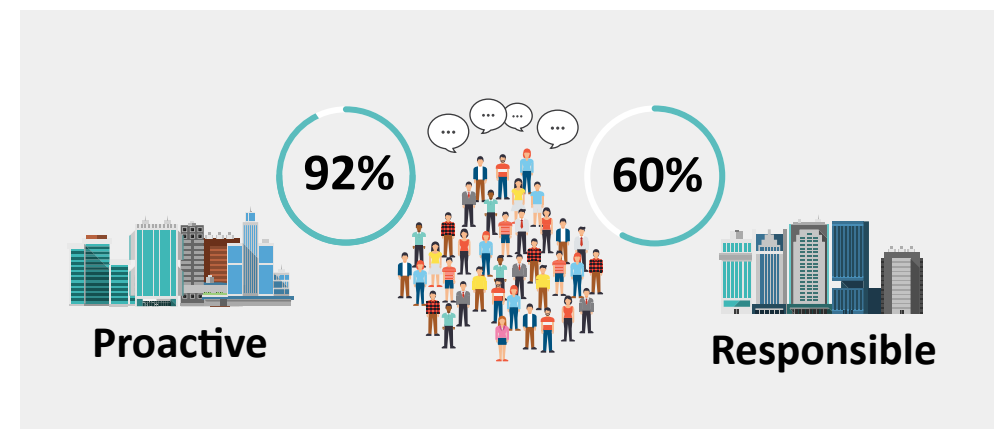
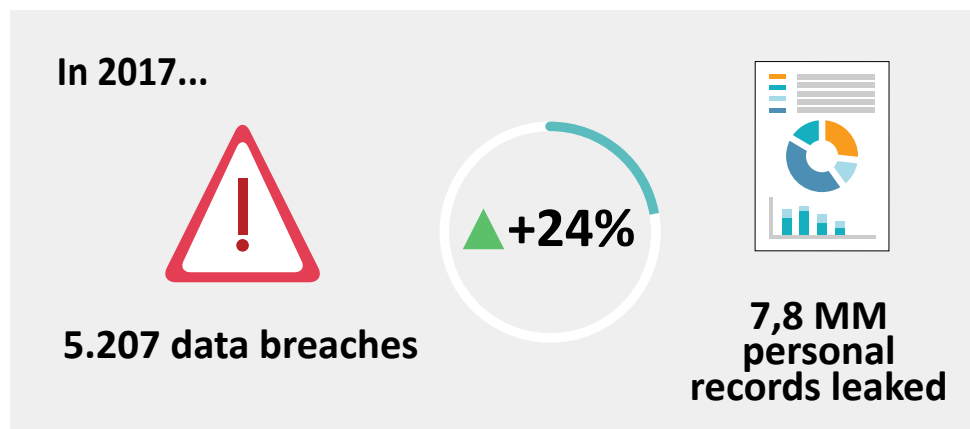


# THE PERFECT STORM

GDPR emerges in the middle of the “perfect storm” of data privacy.

On the one hand, a constant increase of corporate data theft and its major impact on media. According to **Risk Based Security**<sup>2</sup>, 2017 registered **5.207 data breaches**, that leaked over **7,8 billion of personal records**, a **24.2%** increase over 2016.

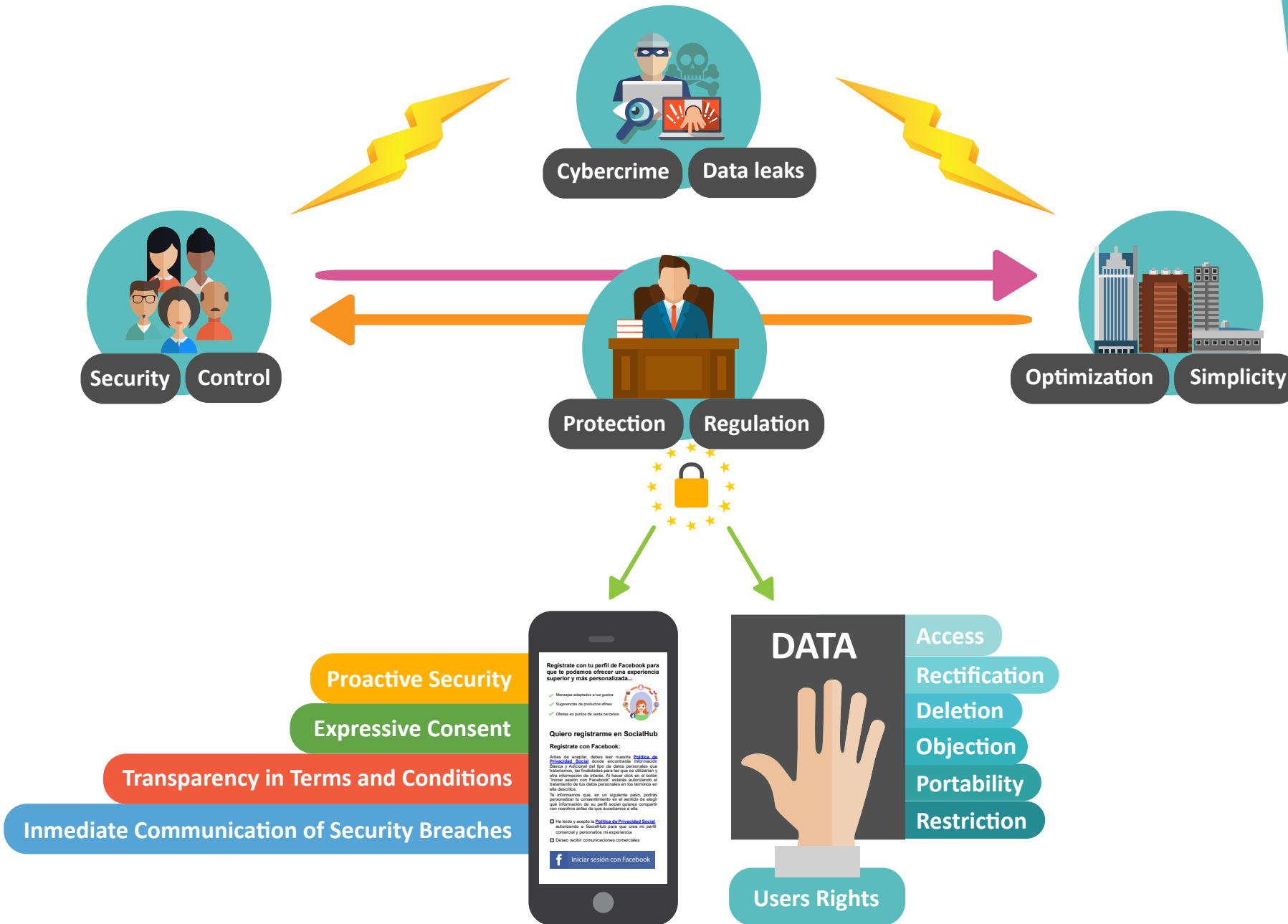
On the other hand, customers’ concern is also increasing. According to **PwC**, **92%** of consumers consider that companies should take proactive measures when it comes to data protection; and **60%** claim that data protection responsibility lies with the company that collects them.



Lastly, the so-called phenomenon of “privacy fatigue”, leading to emotional exhaustion and cynicism, has a major impact on the privacy behaviour than the proper concerns toward privacy issues.

<sup>2</sup> “Data Breach QuickView Report” by Risk Based Security, 2017

# THE NEW GDPR LANDSCAPE



# KEY CHANGES AFFECTING REGISTRATION PROCESS AND DATA TREATMENT

## Have you adjusted your process of registration and the Policy of Data Treatment?

Here we explain the **main steps to follow in order** to adjust your registration process both through **Social Login** and by filling in a **Registration Form**:

### 1. Adjust the process of data collecting, storing and user consent management

- ✓ It is mandatory to ask users for an explicit consent to create a **business profile**, as well as to accept **Terms and Conditions** and, separately, opt-in to **receive commercial communications**.
- ✓ **Clarity and purpose**: new requirements to obtain the user consent prevent companies from applying “long and illegible” terms and conditions. The consent is expected to be “clear and easily recognisable”, and must clearly indicate the purpose of collecting such data, i.e. how will it be used.
- ✓ The user consent confirmation should be stored adequately and must include metadata to prove the user did indeed consent.
- ✓ The acceptance **checkboxes** should be **unchecked by default** and the labels should be **affirmative**.

## 2. Respect users' rights, giving them an easy and accessible option to access, download, modify or delete their data

- ✓ **Right to access:** The data subjects shall have the right to obtain from the controller a confirmation of whether their personal data is being processed, and the purpose of such processing. Besides, users have the right to request and obtain a free copy of their personal data, in a legible format.
- ✓ **Right to rectification:** meaning users must have the facility, without undue delay, to rectify any inaccurate personal data, as well as to have incomplete personal data completed.
- ✓ **Right to deletion ('right to be forgotten')**: the right to request erasure of personal data when it is no longer necessary for the purposes for which they were collected, or after withdrawing consent.
- ✓ **Right to objection:** users may object to their personal data being processed for commercial or marketing purposes or, in certain cases, depending on their particular situation, unless the controller demonstrates compelling legitimate grounds for the processing which override interests, rights and freedoms of the data subject.
- ✓ **Right to data portability:** when data processing is carried out by automated means and it is based on a consent or a contract, users have the right to receive the personal data provided by them or generated due to their activity, in a structured, commonly used and machine-readable format, and have the right to transmit said data to another controller.
- ✓ **Right to restriction of processing:** means the non further processing of personal data that the subject had previously consented. This right is applied when the accuracy of the personal data is contested by the data subject, for a period of verification of the accuracy of this data. Also, processing will be restricted if the data subject has objected to processing pending the verification whether the legitimate grounds of the controller override those of the data subject. Finally, if you no longer need the data but the individual requests its maintenance, to be able to exercise a legal claim.



### 3. Data processing and security

- ✓ Adjust the Policies of data processing to reflect a **conscious and proactive intent** to put into action **security measures** to prevent unauthorised access and minimize breach risks (check page 7 for examples of protocols and encryption systems used by Xeerpa).
- ✓ Establish a reasonable period of **time for data storage and block storage**, as well as **protocols of irreversible deletion**.
- ✓ The **notification of security breaches to your corresponding Data Protection Agency** is mandatory if it may lead to “the risk to the rights and freedoms of natural persons” and should be communicated within a period of **72 hours after the moment of detection**. Moreover, the company should carry out an assessment of the scenarios that would oblige them to communicate the data security violation.



### 4. DPO and audit

- ✓ Companies that manage personal data from users are to assign a **Data Protection Officer** and it is strongly recommended to carry out **regular security audits**.
- ✓ The **evidence of compliance** is to be stored both by the company and by third parties involved in data management, and must be available for inspection.



# HOW DO WE DO IT?

In Xeerpa, we are responding to our clients' requirements, walking them through the GDPR compliance process. Focusing on compliance with social login and registration, we help them design personalized interfaces that align with the new legislation.

## **Xeerpa already has a designated Data Protection Officer**

The Data Protection Officer in Xeerpa, who reports directly to the Board, supervises our processes related to Information Security and GDPR compliance, providing our clients with first hand advice.

## **Xeerpa offers flexibility and total control over your strategies for GDPR compliance**

Xeerpa's API provides all the necessary functionalities to comply with directives and recommendations of the new GDPR without imposing any specific design constraints. This allows you to have absolute control over the visual user interface, aligned with your corporate identity and user experience.

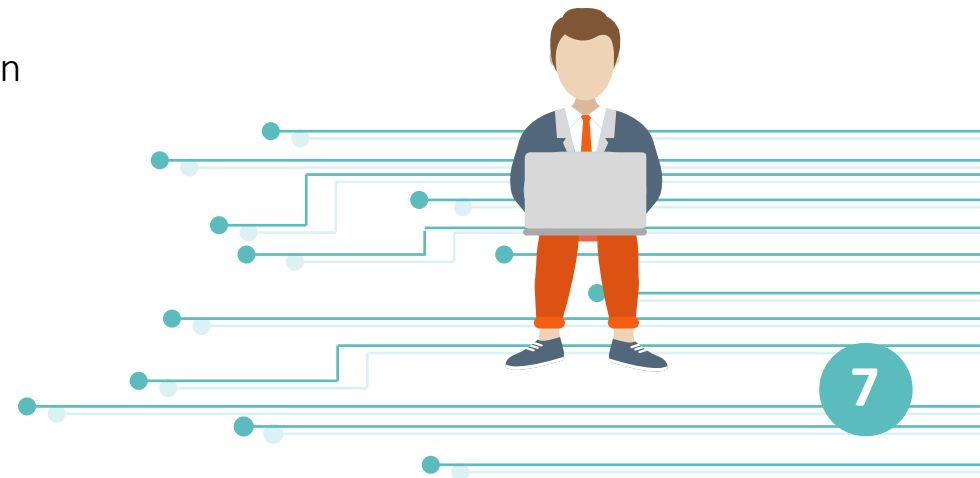
## **Xeerpa has already implemented rigorous technical security measures to ensure personal data privacy**

The information is encrypted by LUKS and EFS systems and protected by password.

Data is accessed through SSL/TLS encryption protocol.

Data transfer is encrypted through AES-128.

Disks are formatted with DoD 5220.22-M algorithm, which consists in complete overwriting of the disks with random data to prevent its recovery.



# ISO 27001: DATA INTEGRITY, CONFIDENTIALITY, QUALITY AND AVAILABILITY

Xeerpa obtained the **ISO 27001 certification**, the international information security standard that proves **our systems are meeting the strictest security requirements**.

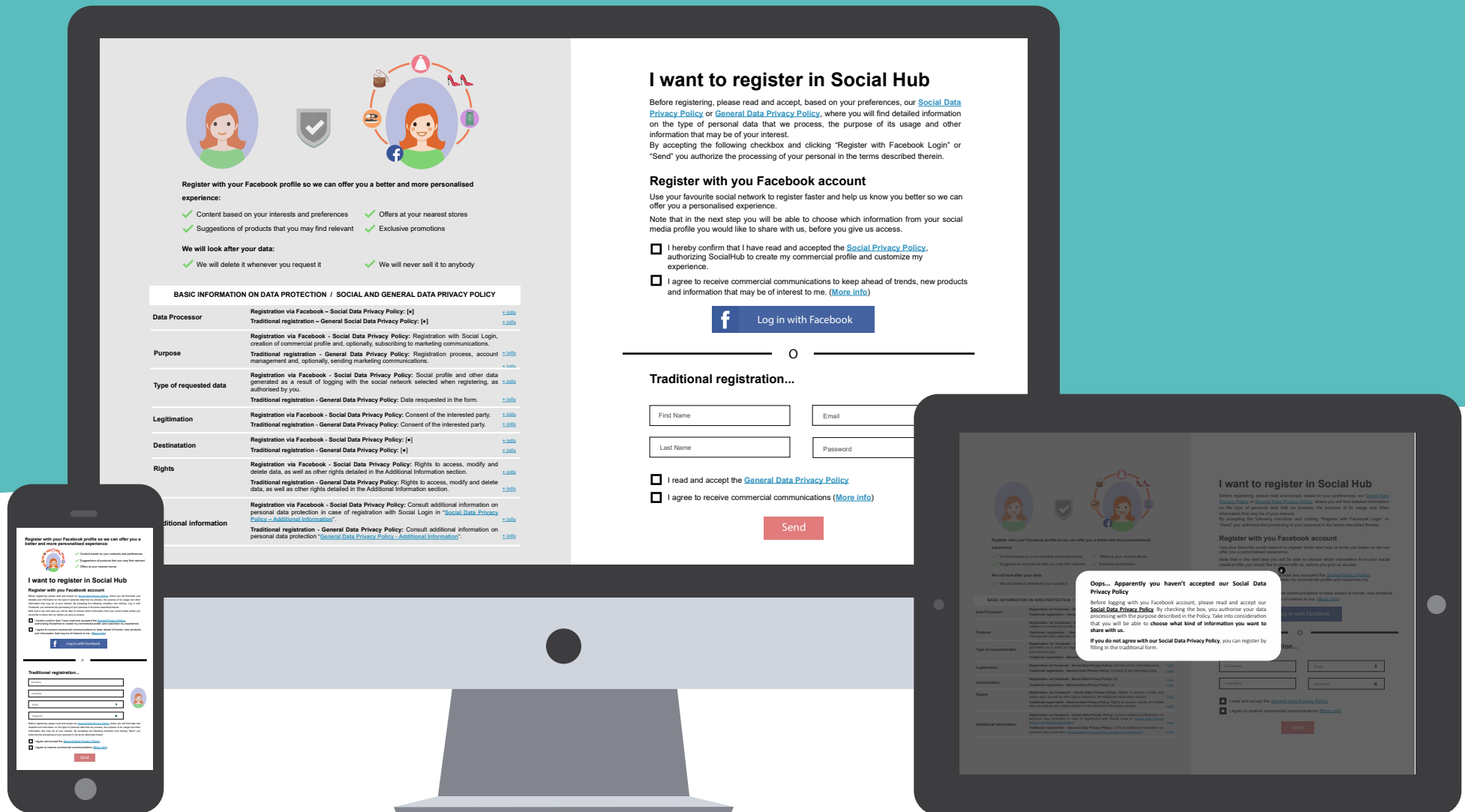
We comply with the three cornerstones of the ISO 27001 standard: we guarantee the physical and logical security of the information, its **confidentiality**, we make sure the information is **available** for all its validated and allowed recipients, and that it is exact and complete, guaranteeing its **integrity**.

In order to obtain this certification, Xeerpa had to undergo rigorous **internal and external audits**, and we did it in our first attempt. Auditors reviewed over **100 points on different work processes on how we handle the information, from the existence and compliance with internal security policies**, to how we manage our assets, security and cryptography used in our systems and communications, as well as our relationship with our suppliers and customers.

For additional information, please [contact our CIO/DPO, Guillermo Cediél Blanco](#).



# SOCIAL LOGIN AND THE REGISTRATION FORM: BEST PRACTICES



- Register with your Facebook profile so we can offer you a better and more personalised experience:**
- ✓ Content based on your interests and preferences
  - ✓ Suggestions of products that you may find relevant
  - ✓ Offers at your nearest stores
  - ✓ Exclusive promotions
- We will look after your data:**
- ✓ We will delete it whenever you request it
  - ✓ We will never sell it to anybody

BASIC INFORMATION ON DATA PROTECTION / SOCIAL AND GENERAL DATA PRIVACY POLICY	
<b>Data Processor</b>	Registration via Facebook - Social Data Privacy Policy: [+] Traditional registration - General Social Data Privacy Policy: [-]
<b>Purpose</b>	Registration via Facebook - Social Data Privacy Policy: Registration with Social Login, creation of commercial profile and, optionally, subscribing to marketing communications. Traditional registration - General Data Privacy Policy: Registration process, account management and, optionally, sending marketing communications.
<b>Type of requested data</b>	Registration via Facebook - Social Data Privacy Policy: Social profile and other data generated as a result of logging with the social network selected when registering, as authorised by you. Traditional registration - General Data Privacy Policy: Data requested in the form.
<b>Legitimation</b>	Registration via Facebook - Social Data Privacy Policy: Consent of the interested party. Traditional registration - General Data Privacy Policy: Consent of the interested party.
<b>Destination</b>	Registration via Facebook - Social Data Privacy Policy: [+] Traditional registration - General Data Privacy Policy: [+]
<b>Rights</b>	Registration via Facebook - Social Data Privacy Policy: Rights to access, modify and delete data, as well as other rights detailed in the Additional Information section. Traditional registration - General Data Privacy Policy: Rights to access, modify and delete data, as well as other rights detailed in the Additional Information section.
<b>Additional Information</b>	Registration via Facebook - Social Data Privacy Policy: Consult additional information on personal data protection in case of registration with Social Login in "Social Data Privacy Policy - Additional Information". Traditional registration - General Data Privacy Policy: Consult additional information on personal data protection "General Data Privacy Policy - Additional Information".

## I want to register in Social Hub

Before registering, please read and accept, based on your preferences, our [Social Data Privacy Policy](#) or [General Data Privacy Policy](#), where you will find detailed information on the type of personal data that we process, the purpose of its usage and other information that may be of your interest.

By accepting the following checkbox and clicking "Register with Facebook Login" or "Send" you authorize the processing of your personal in the terms described therein.

### Register with you Facebook account

Use your favourite social network to register faster and help us know you better so we can offer you a personalised experience.

Note that in the next step you will be able to choose which information from your social media profile you would like to share with us, before you give us access.

- I hereby confirm that I have read and accepted the [Social Privacy Policy](#), authorizing SocialHub to create my commercial profile and customize my experience.
- I agree to receive commercial communications to keep ahead of trends, new products and information that may be of interest to me. ([More info](#))

Log in with Facebook

### Traditional registration...

First Name  Email

Last Name  Password

- I read and accept the [General Data Privacy Policy](#)
- I agree to receive commercial communications ([More Info](#))

Send

**Oops... Apparently you haven't accepted our Social Data Privacy Policy**

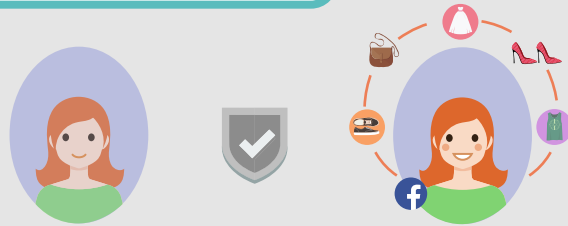
Before logging with your Facebook account, please read and accept our [Social Data Privacy Policy](#). By checking the box, you authorize your data processing with the purpose described in the Policy. Take into consideration that you will be able to choose what kind of information you want to share with us.

If you do not agree with our [Social Data Privacy Policy](#), you can register by filling in the traditional form.

# A. REGISTRATION AREA WHEN THERE IS NO SPACE LIMITATION

Explain the advantages of Social Login

If there is no visual area space restriction, this detailed paragraph is not mandatory, though we recommend including it for greater transparency.



Register with your Facebook profile so we can offer you a better and more personalised experience:

- ✓ Content based on your interests and preferences
- ✓ Offers at your nearest stores
- ✓ Suggestions of products that you may find relevant
- ✓ Exclusive promotions

We will look after your data:

- ✓ We will delete it whenever you request it
- ✓ We will never sell it to anybody

## BASIC INFORMATION ON DATA PROTECTION / SOCIAL AND GENERAL DATA PRIVACY POLICY

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<b>Type of requested data</b>	Registration via Facebook - Social Data Privacy Policy: Social profile and other data generated as a result of logging with the social network selected when registering, as authorised by you. Traditional registration - General Data Privacy Policy: Data requested in the form.	<a href="#">+ info</a> <a href="#">+ info</a>
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<b>Destinatation</b>	Registration via Facebook - Social Data Privacy Policy: [•] Traditional registration - General Data Privacy Policy: [•]	<a href="#">+ info</a> <a href="#">+ info</a>
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By accepting the following checkbox and clicking "Register with Facebook Login" or "Send" you authorize the processing of your personal in the terms described therein.

### Register with your Facebook account

Use your favourite social network to register faster and help us know you better so we can offer you a personalised experience.

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- I agree to receive commercial communications to keep ahead of trends, new products and information that may be of interest to me. ([More info](#))



### Traditional registration...

First Name  Email

Last Name  Password

- I read and accept the [General Data Privacy Policy](#)
- I agree to receive commercial communications ([More info](#))

Send

Inform the user about the creation of her/his **commercial profile**, explaining the purposes of use in the Social Data Policy.

Include the box "I wish to receive **commercial communications**", however you cannot deny registration if the user leaves it unchecked.

The labels for the **checkboxes** should have **positive** phrasing, and must be **unchecked** by default.

It's **compulsory** to offer a **traditional** (user name and password) **way** of registration by filling in a form

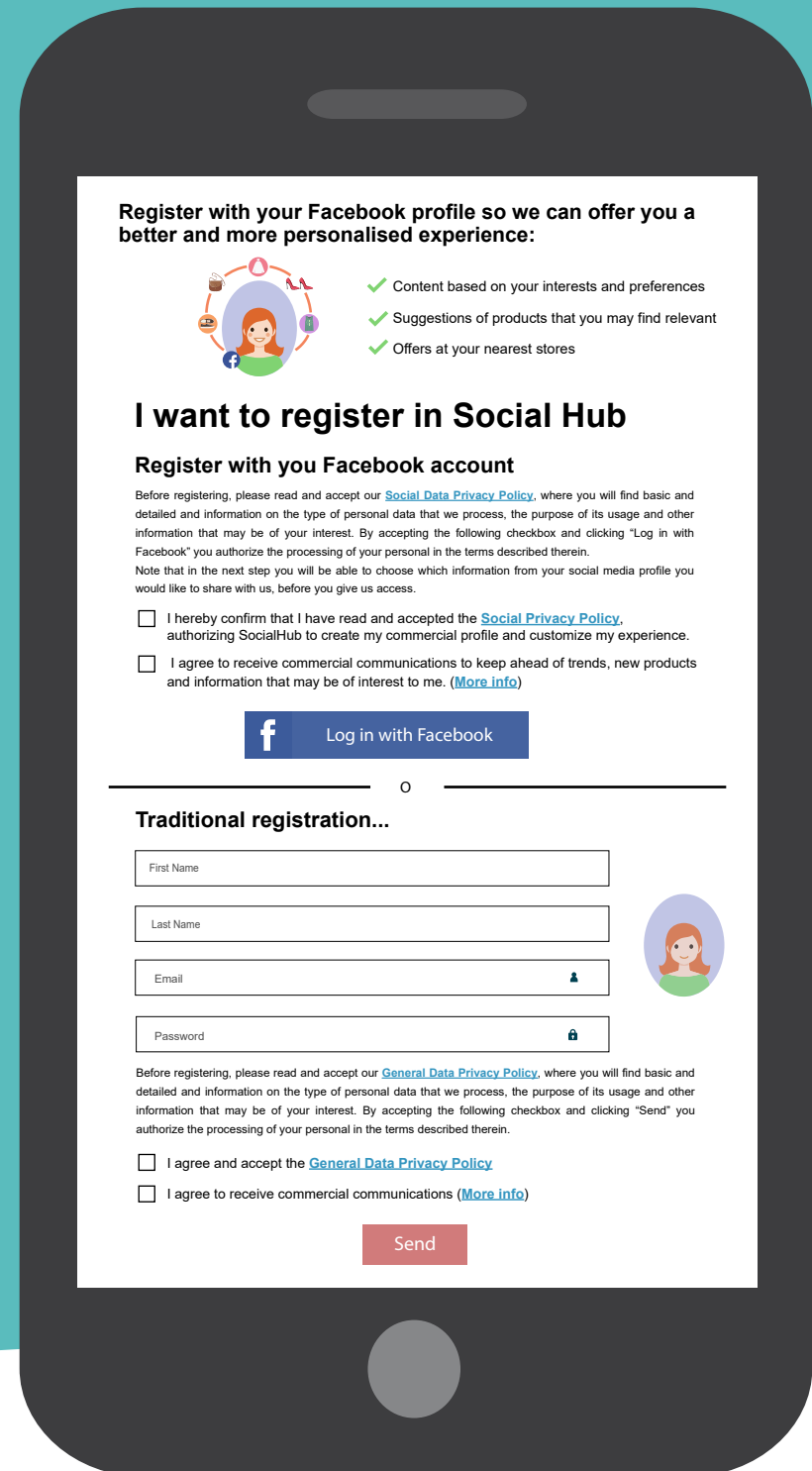
Following the recommendations by Data Protection Authorities, we advise to include a summary of basic information in the same visual area as the Accepting the Privacy Policy checkbox, "Log In with your Facebook account" or "Send". The links [+info](#) should lead to the corresponding section inside the Social/General Data Privacy Policy or Additional Information.

**In case the visual area is limited, the inclusion of this summary box is not strictly mandatory (see example on page 11)**

# B. REGISTRATION AREA IN CASE THERE IS LITTLE SPACE

In both **cases A and B**, Xeerpa recommends the implementation of a **double opt-in** mechanism for the registration process.

**Double opt-in** is a registration/subscription process that consists of 2 steps: accepting the Social Login terms and conditions, followed by requesting an additional consent verification, for example, by email or completing a form with consent checks.



# C. EXAMPLE OF A POP-UP

If the user has the intention to register with Social Login, but hasn't accepted the **Social Data Privacy Policy**, we suggest including a **pop-up message** that invites her/him to do so.

If the user doesn't want to accept the Privacy Policy, there should be an alternative option to participate by filling in the form.

**Oops... Apparently you haven't accepted our Social Data Privacy Policy**

Before logging with you Facebook account, please read and accept our **Social Data Privacy Policy**. By checking the box, you authorise your data processing with the purpose described in the Policy. Take into consideration that you will be able to **choose what kind of information you want to share with us**.

**If you do not agree with our Social Data Privacy Policy**, you can register by filling in the traditional form.

BASIC INFORMATION ON DATA PROTECTION /	
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Use your favourite social network to register faster and help us know you better so we can offer you a personalised experience.  
Note that in the next step you will be able to choose which information from your social network we will share with us, before you give us access.

I have read and accepted the [Social Privacy Policy](#).  
I want to create my commercial profile and customize my preferences.

Keep me up to date with our latest commercial communications to keep ahead of trends, new products and special offers that may be of interest to me. ([More info](#))

Log in with Facebook

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First Name  Email

Last Name  Password

I read and accept the [General Data Privacy Policy](#)

I agree to receive commercial communications ([More info](#))

# DATA VALIDATION PROCESS

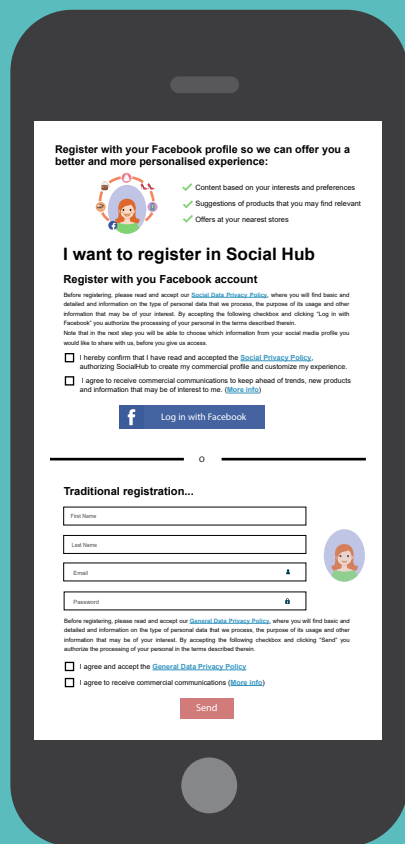
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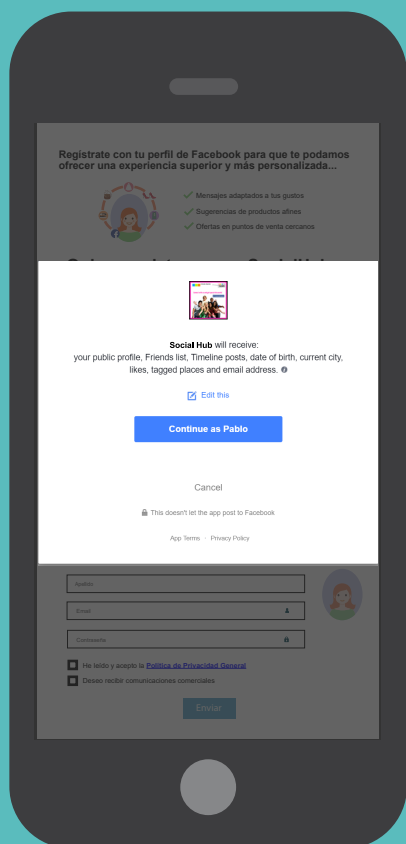
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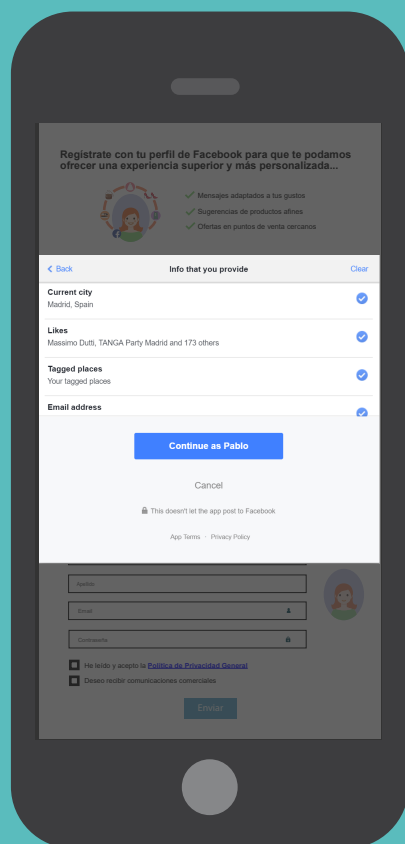
5



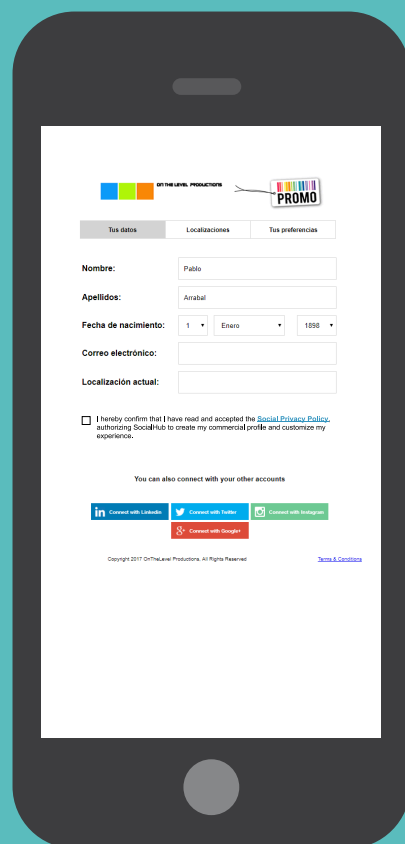
Registration Area



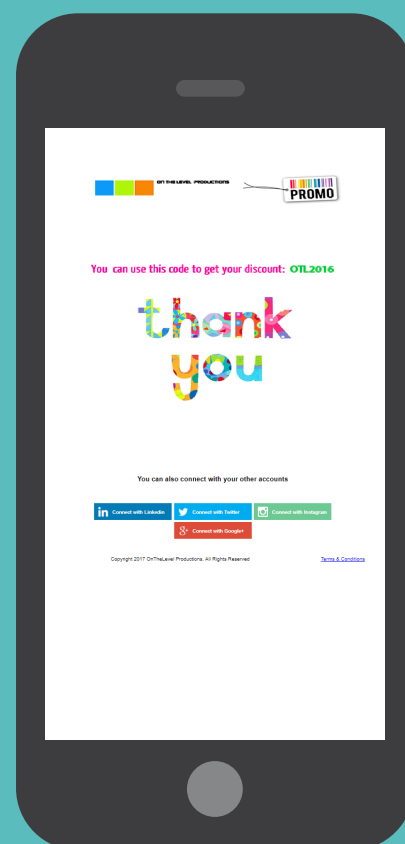
Confirmation of registration via Facebook



Selection of shared data



Data review and complementation



Thank you for your registration!



# CONCLUSIONS



1. The new **GDPR** regulation is a legal framework that provides:
  - Enhanced **transparency**
  - Stronger **control**
  - Opportunities to create **new business models** and/or optimize the existing ones
2. Companies smart enough to leverage **GDPR**, will increase intelligence around their users and adjust their Product and Service Offering to existing needs and expectations.
3. It is crucial to select the right business partner or supplier, **capable of adjusting its solutions and integrating them into your own UX and requirements.**
4. **Social Login** turns into a **key element** in the current scenario. However, it is crucial to optimize its usage, and not only for compliance reasons, but also to obtain the most useful information about the users.

# GLOSSARY OF TERMS



**Binding Corporate Rules (BCRs).** A set of regulations created to allow companies and organizations that operate in various countries to transfer personal data from users from within the EU to their offices in other countries outside the EU.



**Biometric data.** Any piece of personal information that relates to the physical, behavioural or psychological characteristics of an individual, that allow her/his personal identification.



**Consent.** When an individual is previously informed and then freely, specifically and unequivocally, by a clear affirmative declaration of intent, confirms to agree with the processing of her/his personal data.



**Data Controller.** The legal entity that determines the purpose, objectives, conditions and means in which the personal data will be processed.



**Data deletion and suppression.** Implies that individuals have the right, upon request, to have their data removed from the database and stop any further processing even from third-parties.



**Data portability.** Requirement a user can make so that the Data Controller must facilitate her/him a copy of the personal data being held, in a format that is easily legible.



**Data processor.** Entity that processes personal data on behalf of the Data Controller.



**Data Protection Authority.** National authority in charge of protecting the data and privacy, as well as forcing the fulfilment of the data protection normative across the EU.



**Data Protection Officer.** Expert in data privacy that acts independently to ensure that a company complies all regulations and policies concerning GDPR.



**Data treatment.** Any operation or handling of personal data, including its obtaining, consulting, viewing, structuring, adapting, extracting, using, recording, etc.



**Encrypted data.** Personal data that is protected by encryption, so that it is only accesible and readable by a specific set of people that have been given explicit consent to access it.



**Personal Data Breach.** Accidental or intentional access, usage or deletion of personal data by violating the security measures protecting it.



**Privacy by Design.** Principle that must be followed so that data protection is conceived from the design stage of a system, process or treatment, as opposed to being taken into consideration afterwards.



**Profiling.** Any automated data processing of personal data with the purpose of evaluating, analysing or predicting the behaviour of an individual.



**Pseudomization.** Process by which personal data is treated so that it cannot be attributed to a certain individual.



**Right to access.** Implies that any individual must have the right to access the personal data that the Data Controller holds of her/him.



**Subject.** Person whose personal data is processed by a Data Controller.

# APPENDIX I. SOCIAL DATA LEGAL TEXT\*

This legal text is a suggestion and recommendation by **Xeerpa**, each client has to decide about its particular **Privacy Policy**.

## **Example of the legal text for “SOCIAL DATA PRIVACY POLICY ADDITIONAL INFORMATION ABOUT DATA PROTECTION”**

*The Social Data Privacy Policy below regulates the treatment of the personal data solicited/obtained by [●]\* (herein, [●]) as a result of your registration in our website using your social media profile.*

*In this policy you will find Important information about the treatment and processing of your personal data, as well as your rights related to it. If you are in doubt or need any clarification you can contact us as described below.*

*[●] reserves the right to modify this Social Data Privacy Policy at any time.*

*The data facilitated must be true, exact, complete and updated, being responsible of any damage, both direct or indirect, that could be caused by not fulfilling with this obligation.*

*Important notice: Should you not agree with the treatment or purpose to be given to the data, described in this Social Data Privacy Policy, please do not continue with the registration process using your social media profile and opt instead for filling in the registration form provided.*

### **1. WHO IS RESPONSIBLE FOR THE TREATMENT GIVEN TO YOUR PERSONAL DATA?**

Entity/VAT: [●]

Postal address: [●]

Email: [●]

Data Protection Officer (DPO) – Contact: [●]

### **2. WHAT WILL WE DO WITH YOUR DATA?**

**a) Manage your registration:** We will be using your personal data to complete the registration process, control user access and manage our relationship with you.

**b) Create your commercial profile:** the personal data you decide to share with us will also be used to complement our database and create or improve your commercial profile, so we can better understand your preferences in order to design, plan and personalise our marketing and commercial actions.

We will not however make any automated decision based on your commercial profile.

**c) Send marketing communications:** If you expressly accept it in the registration process, your data will be used to send you personalised marketing communications, as explained below.

### **3. CAN WE SEND YOU MARKETING COMMUNICATIONS?**

[●] would like to keep you informed of our products and services, by sending you informative, commercial and marketing communications by email or other electronic channels based on the personal data you have shared with us. This will enable us to improve your user experience with us and to send you more personalised messages based on your preferences.

By ticking the "I would like to receive marketing communications" checkbox you will be authorising the treatment of your personal data for this purpose.

You can revoke this consent at any time by simply sending us an email to [●], indicating in the subject "Exercising my GDPR rights – unsubscribe from Marketing Communications" and attaching a copy of your National ID, Passport or any other valid document proving your identity. Revoking this consent will not affect the other two purposes (Managing your registration and account and Creating your marketing profile).

### **4. WHAT TYPE OF DATA WILL WE OBTAIN AND HOW DO WE TREAT IT?**

The data that [●] will obtain and process may belong to any of these categories:

- Information about your "Public profile": This information is required so we can identify who you are. It is the information you provided to the social network you are using to complete the registration process in our website: Your name, surname, gender, social network id, profile picture, age range, language and country.
- Other information that you agreed to share with [●], such as other means of contact, photos, personal features, social circumstances, academic and/or professional data, etc.

\*[●]: To be completed by the company

# APPENDIX I. SOCIAL LEGAL TEXT

- Data generated from your usage of the social network you agree to share with [●], such as Likes or Posts. **In no case whatsoever the main purpose of the treatment of your information will be to intentionally identify ideologies, affiliations, religion, health, sexual orientation, racial or ethnic origin. Any treatment by [●] of such data as it could be included in your posts and comments will be purely incidental and unintentional. By accepting this Social Media Privacy Policy you expressly manifest your acknowledgement of this possibility and expressly consent this incidental treatment of your personal data. If you do not agree please do not continue the registration process with your social media profile; you can choose instead to register by filling in the form provided.**

- Email: This information is required to complete the registration process.

During the registration process you will be able to select, within the different options we will be providing, precisely which personal data from your social media profile you explicitly consent to share with [●], before we have access to it.

Some of the fields indicated in the listing will be requested during the registration process and some others at its completion, in a separate form, in which you will also be able to edit and modify some of the details provided. **IMPORTANT: The additional information presented in this document also applies to the collection and treatment of these extended personal data.**

IMPORTANT: The additional information presented in this document also applies to the collection and treatment of these extended personal data. **If you do not agree please do not continue the registration process with your social media profile; you can choose instead to register by filling in the form provided.**

## 5. WHO WILL BE SHARE YOUR DATA WITH?

[●]

## 6. ¿CUÁL ES LA LEGITIMACIÓN PARA EL TRATAMIENTO DE TUS DATOS?

The consent to process your personal data that we request from you in this registration process is the legal base that legitimates it.

## 7. HOW LONG WILL WE KEEP YOUR PERSONAL DATA FOR?

Your personal data will be kept for/until [●]

## 8. WHICH RIGHTS DO YOU HAVE WHEN SHARING YOUR DATA WITH US?

You have the following rights:

- Obtain confirmation regarding whether or not [●] is treating personal data that concerns you.
- Access to your personal data.
- Request rectification of any inexact or incomplete information.
- Request the deletion of your personal data when, amongst other reasons, it is no longer necessary for the purposes it was collected.
- Request, under certain circumstances, the limitation in the treatment and processing of your data, in which case we will only keep the information required by law against any claim or third-party rights.
- Oppose to the treatment of your personal data with the purpose of receiving sales and marketing communications, including the creation of your commercial profile.
- Request, when treatment of the data is done by automated means, the portability of your data, which will be returned to you in an structured and easy to read manner, as well as requesting its transmission to another party responsible for its treatment, when this is technically possible.
- Revoke your consent in relation to one or more of the treatments given to the data, in which case we will cease treatment of your personal data for said purposes, without affecting the previous consent given to the treatment until its revocation.
- Make a claim at the corresponding Data Protection Authority (In Spain: AEPD <https://sedeagpd.gob.es>).

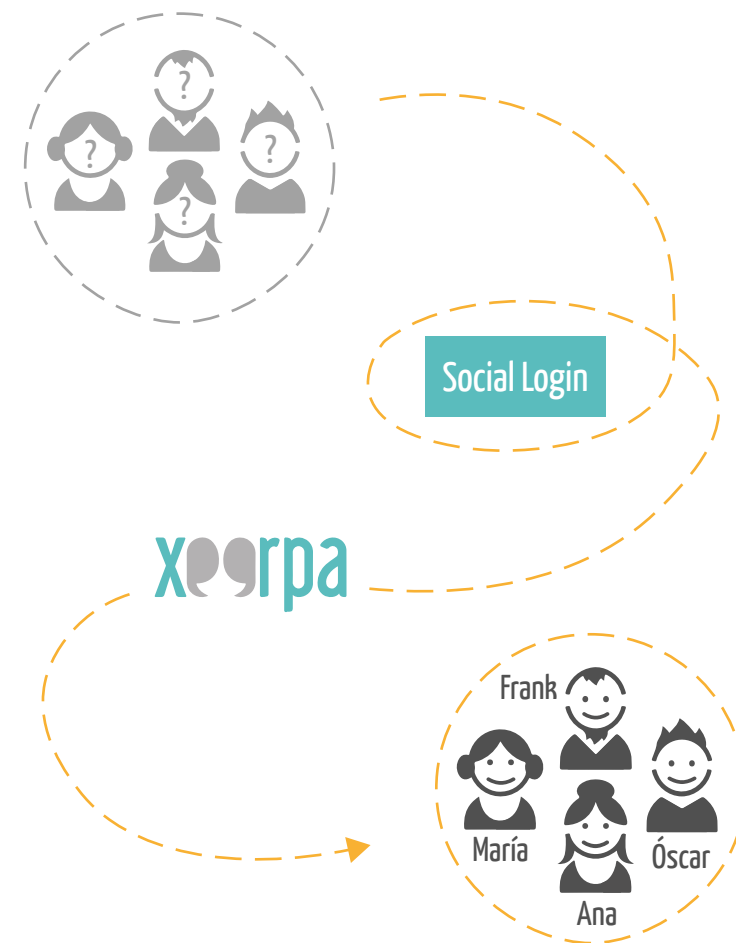
To exercise one or several of these data protection rights, send us an email to [●], indicating in the subject “Exercising my GDPR rights”, specifying your request and attaching a copy of your National ID, Passport or any other valid document proving your identity.

# APPENDIX II. THE BENEFITS OF SOCIAL LOGIN

As mentioned before, under the new legislation **Social Login** is becoming a very useful tool, both for businesses and for consumers.

- For **brands**: On the one hand, **Social Login** allows the implementation of **GDPR-friendly** interfaces that comply with legal requirements without deteriorating UX. On the other hand, users' social data helps companies to implement data-based decision making and optimize their product offering to their clients' needs and interests.

- For **consumers**: **Social Login** reduces the “**privacy fatigue**”, simplifies the registration process and guarantees the right to access information at any moment, as well as reviewing the purpose of its storage and processing. Additionally, by sharing interests and preferences, users receive **less spam and irrelevant communications**, which results in less distraction and time optimization.



# APPENDIX III. REGISTRATION AREA WITH SOCIAL LOGIN AND FORM EXAMPLE

AMCN Club Canal Hollywood

amcn.club/web/hollywood

**HWD**  
**CANAL HOLLYWOOD**

**HWD**  
**CANAL HOLLYWOOD**

**¡Apúntate ya!**

Un solo registro, muchos regalos y ventajas exclusivas todos los meses.

Regístrate con:

**f** Facebook >

**t** Twitter >

**G+** Google >

O regístrate usando tu email:

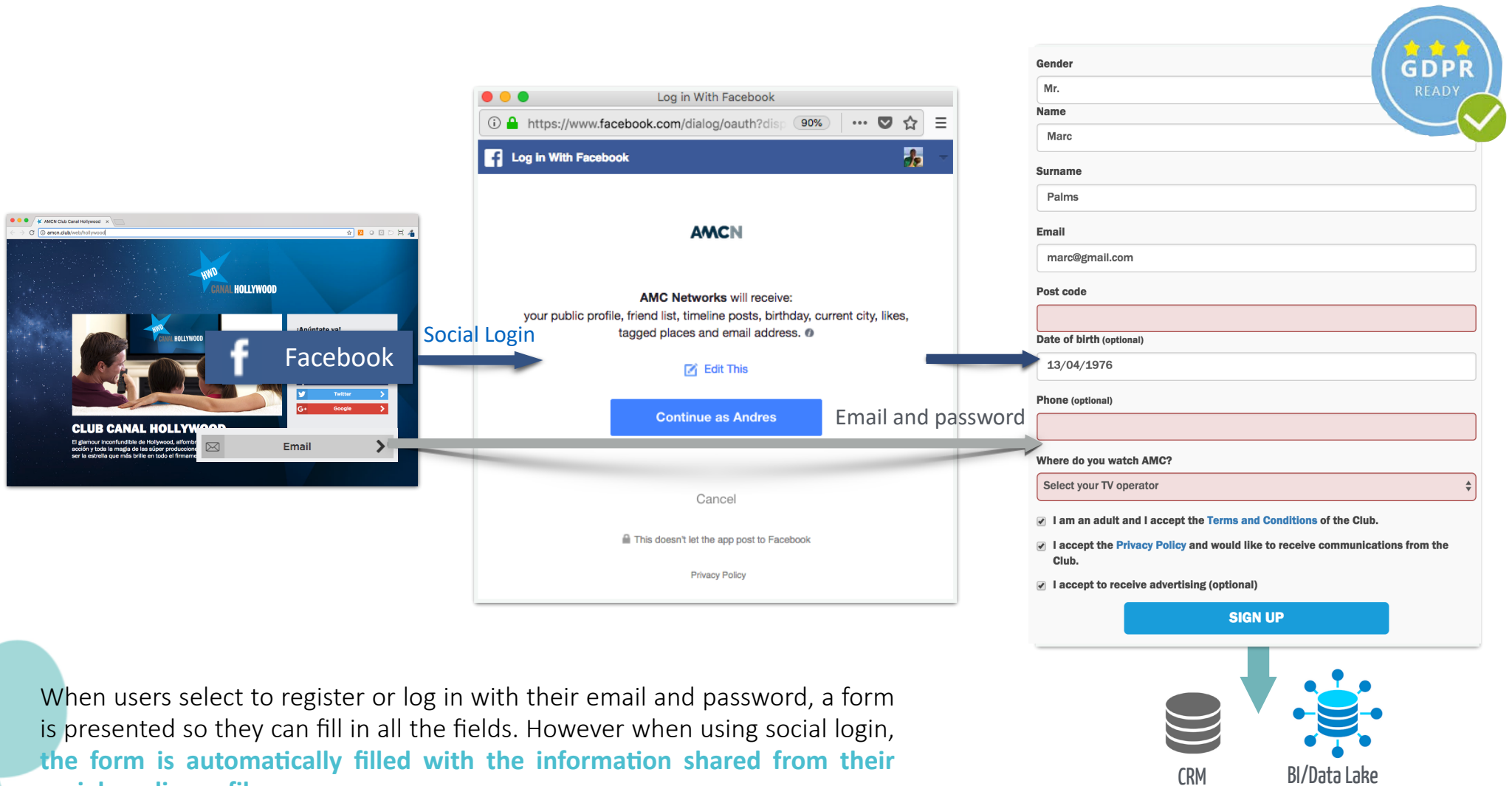
**✉** Email >

**CLUB CANAL HOLLYWOOD**

El glamour inconfundible de Hollywood, alfombras rojas, grandes escenas de acción y toda la magia de las súper producciones. A partir de ahora, tú puedes ser la estrella que más brille en todo el firmamento, ¡prepárate!



# APPENDIX III. REGISTRATION AREA WITH SOCIAL LOGIN AND FORM EXAMPLE



When users select to register or log in with their email and password, a form is presented so they can fill in all the fields. However when using social login, **the form is automatically filled with the information shared from their social media profile.**

The form is always the last step in the registration process, and so it may include all **legal GDPR opt-ins** and, additionally, may request **additional data** that will allow the matching with the CRM. In this example the Postal code, Telephone number or a viewing question is asked additionally.

- Additional information can be requested to match with your CRM
- Informed consent
- All GDPR opt-ins available
- Easier for users: auto-filled forms, no more passwords



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