

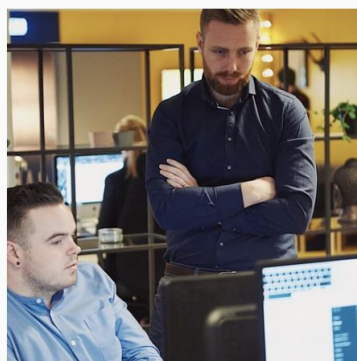
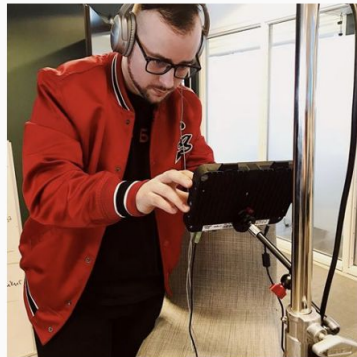
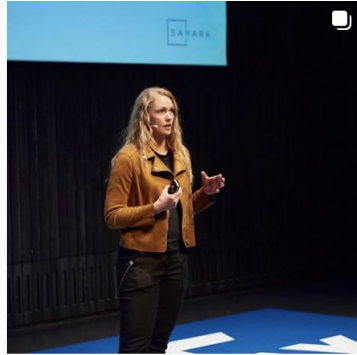


STAFRÆN MARKAÐSSETNING Í KJÖLFAR INNLEIÐINGAR GDPR

Ásthildur Gunnarsdóttir | Operations Manager

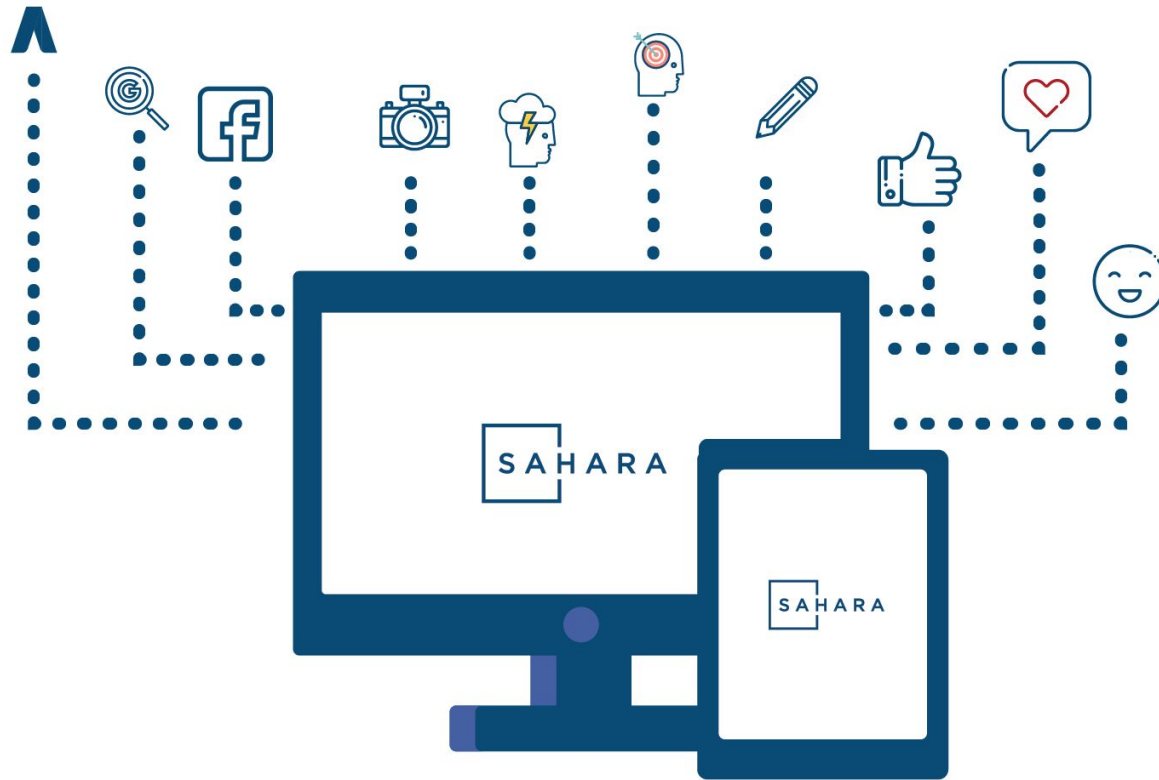


VIÐ ERUM SAHARA



Stafræn auglýsingastofa sem býður upp á alhliða þjónustu í stafrænni markaðssetningu

SAHARA ÞJÓNUSTUFRAMBOÐ

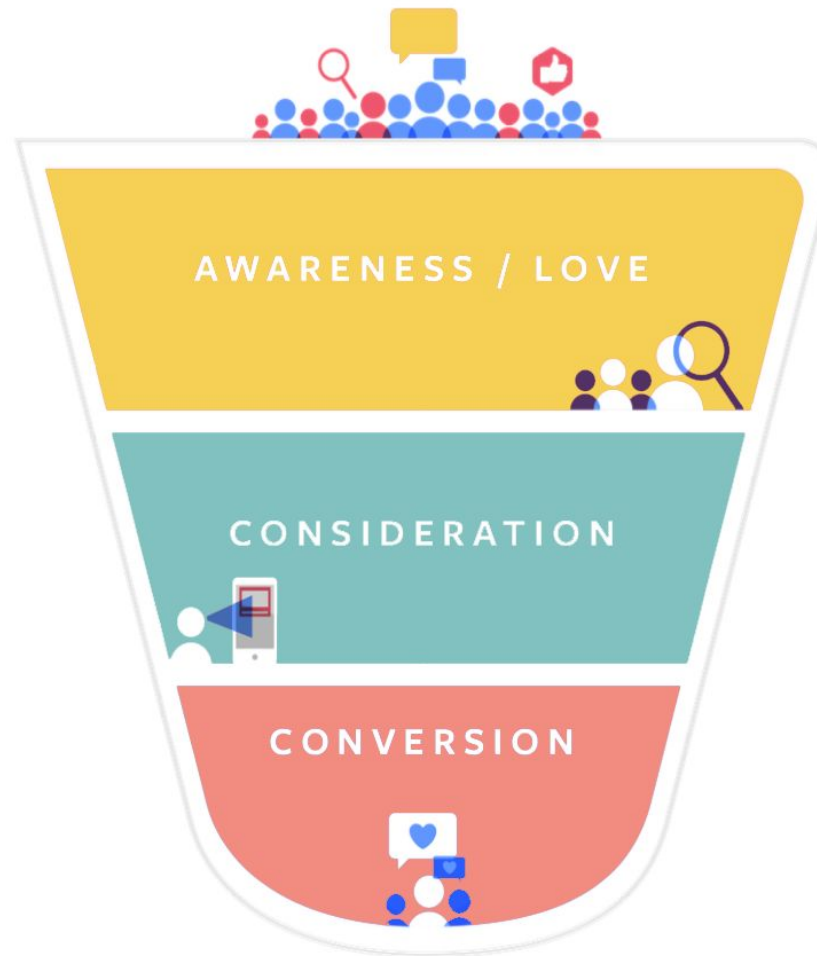


- Umsjón með samfélagsmiðlum
- Google Ads
- Google Search
- Facebook og Google herferðir
- Myndbandaframleiðsla
- Ljósmyndir
- Efnissköpun
- Grafík og hönnun
- Áhrifavaldar
- Spjallmenni

FACEBOOK PIXEL



FACEBOOK AÐFERÐAFRÆÐI



SAHARA MYNDBANDAGERØ



“

**Viồ eigum lista sem piồ
getiồ notaồ...**

”

“

**Stenst hann kröfur
varðandi persónuvernd?**

”

VINNUREGLA

Spyrjum viðskiptavini hvort póstlistar séu í samræmi við reglur um persónuvernd.

Notum ekki lista nema þeir hafi verið GDPR vottaðir.

Erum ráðgefandi varðandi notun gagna.

SETJA INN GÖGN

Create a data file Custom Audience

1 Prepare a file with your customer data

Identifiers you can use (15) ⓘ

Email address

Phone number

Mobile advertiser ID

First name

Surname

ZIP/Postcode

City

County/Region

Country

Date of birth

Year of birth

Gender

Age

Facebook app user ID

Facebook Page user ID

2 Add your file

Original data source ⓘ

Select the origin of this upload

Add a new file (CSV or TXT)

From customers and partners
Advertisers collected information directly from their customers and it was also sourced from their partners (i.e. agencies).

Directly from customers
Advertisers collected information directly from their customers.

From partners
Advertisers sourced information directly from their partners (i.e. agencies or data providers).

file template

Copy and paste

3 Name Your Audience

Name your audience

50

×

Show description

Cancel

Back

Next



Things to Know About Value Based Custom Audiences

Here's what you should keep in mind when you share and use Value Based Custom Audiences:

- ✓ To use Custom Audiences, you must be: an advertiser, an agency or data provider acting on behalf of an advertiser, or an Ads API or Custom Audiences API partner.
- ✓ Advertisers and those who run ads on their behalf are ultimately responsible for acknowledging their permission to share and use people's data.
- ✓ You are accepting terms on behalf of **Sahara**

By clicking I Accept, you agree to the [Facebook Business Tools Terms](#)

I Accept

SAHARA

DÆMI

Stór gamall póstlisti.

Opnunarhlutfall lélegt.

Lögðum listann til hliðar.

Hófum nýja söfnun á netföngum.

Nýr listi uppfyllir GDPR.

Betra opnunarhlutfall.

Verðmætari samskipti.

“

We're rolling out a new privacy center globally that will put the core privacy settings for Facebook in one place and make it much easier for people to manage their data.

”

- Sheryl Sandberg, COO Facebook

FACEBOOK SKILMÁLAR

Lead Ad Terms

Facebook provides a feature that enables you to run an advertising unit allowing a Facebook user to provide their email address or other user information to you ("Lead Ads"). By clicking "Agree" and using this feature, you agree to the following:

A. You are solely responsible for ensuring that each Lead Ad submitted by you complies with these terms, the SRR (as defined below, including the Facebook Advertising Policies located at <https://www.facebook.com/policies/ads>, which includes the Lead Ads Policy, and the Facebook Platform Policy located at <https://developers.facebook.com/policy/>) and all applicable laws, rules and regulations (including providing all necessary disclosures to Facebook Users). If you are accepting these terms on behalf of a third party, you represent and warrant that you have the authority as agent to such party to use such feature on their behalf and bind such party to these terms.

B. You will ensure that each Lead Ad includes the following disclosures to Facebook users: (i) all disclosures and choice mechanisms necessary and sufficient to comply with applicable laws, rules and regulations, including any necessary offer terms promoted in the Lead Ad (e.g., criteria to qualify, expiration date, or limitations on redemption) ("Offer Terms"); (ii) a clear and prominent disclosure that if a user submits data to you through a Lead Ad, such data will be governed by your privacy policy; and (iii) a link to your privacy policy. You will further ensure that no Lead Ads will be targeted to any minors.

C. "Lead Ad Data" means the information that a Facebook user elects to send to you through a Lead Ad, which may consist of such Facebook user's email address and any additional user information.

D. You may only use the Lead Ad Data in accordance with these terms; the Facebook Platform Policy; the Facebook Advertising Policies; your privacy policy; any Offer Terms, consents, additional terms and conditions agreed to by the Facebook user when agreeing to provide Lead Ad Data to you through the Lead Ads and applicable laws, rules and regulations (including all applicable data privacy, advertising, telemarketing or other laws, including without limitation, as applicable, the Telephone Consumer Protection Act of 1991 and its implementing regulations, 47 U.S.C. § 227 and 47 C.F.R. § 64.1200 and the Telemarketing Sales Rule, 16 C.F.R. Part 310, the Controlling the Assault of Non-Solicited Pornography and Marketing Act of 2003 and its implementing regulations, 15 U.S.C. § 103 and 16 C.F.R. Part 316). If you are receiving Lead Ad Data on behalf of an advertiser, you may only use or share such Lead Ad Data on

Cancel

I Agree to Terms and Conditions

FACEBOOK FYRIRVARI OG SAMÞYKKI

Create Form

Social media course form

SaveFinish

ContentSettings

Link Text70

Link URLRequired

Custom Disclaimer

You can add additional notices like marketing opt-ins and legal disclaimers to the default Facebook privacy disclaimer.

☒ Add custom disclaimer

TitleTerms and Conditions for Social media course form60

Text

To add a link, highlight the words you want to link.

Add disclaimer (Required)

Consent Checkbox (optional)

You can ask people to explicitly agree to your disclaimer or any additional notices.


Consent 1 X

Required

Is user consent required?☒ Yes ☐ No

Add new consent

More Volume - Form Preview



Buffer

Terms and Conditions for Buffer

By clicking Submit, you agree to send your info to Buffer who agrees to use it according to their privacy policy and the above Terms. Facebook will also use it subject to our Data Policy, including to auto-fill forms for ads. [View Facebook Data Policy](#), [View Buffer's Privacy Policy](#).

Submit

Custom Disclaimer2 of 3

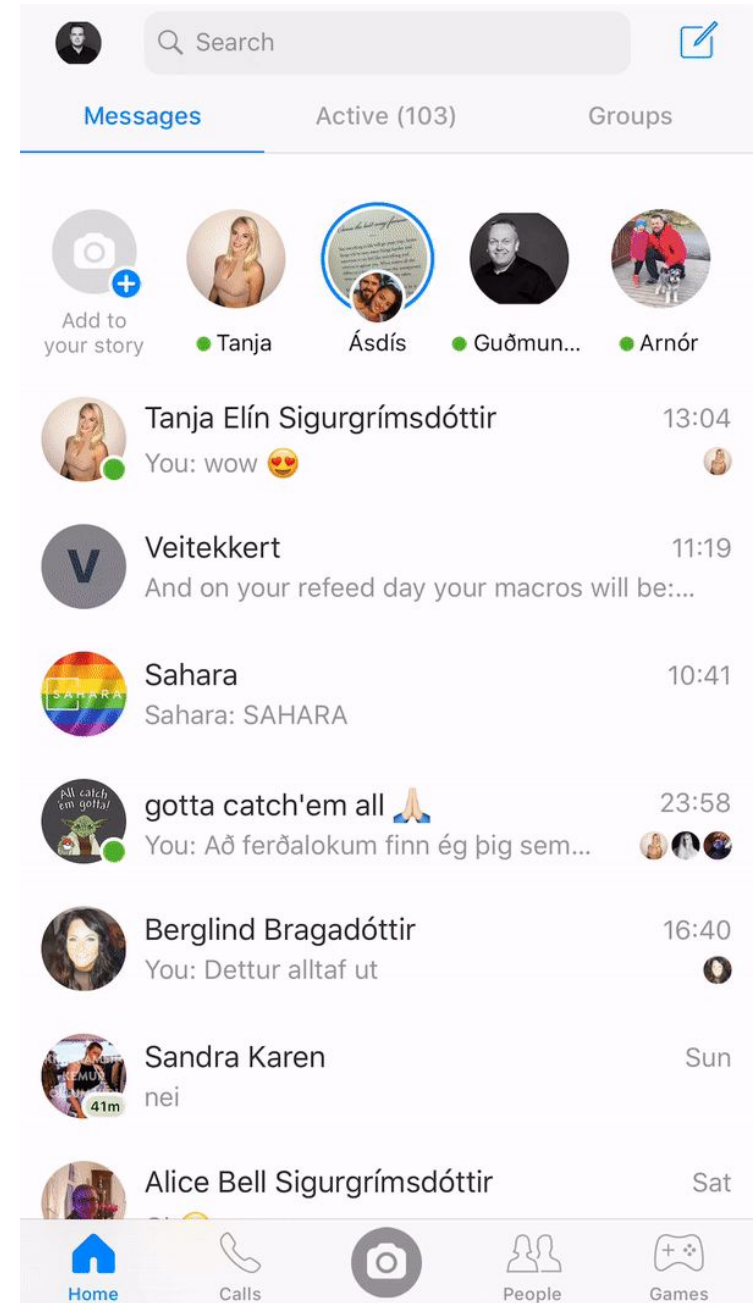
☐ Thank You Screen

UPDATED

SAHARA

MESSENGER SPJALLMENNI

- Miklar vinsældir
- Augljóst “Opt-in”
- Strangar reglur um skilaboðasendingar
- Breytingar í vændum 1. júlí
 - Reglur um hversu mörg “follow up” skilaboð má senda
 - Viðurlög við brotum á reglum



HVAÐ ÞARF AÐ HAFA Í HUGA?

- Virkt samþykki (e. Active Opt-in)
- Þögn er EKKI sama og samþykki
- Taka fram í hvaða tilgangi upplýsingar verða notaðar
- Gera vinnslusamninga við samstarfsaðila
- Ráðfæra sig við sérfræðinga ef spurningar vakna

HVER ER ÁVINNINGURINN?



- Meira traust
- Betri svörun
- Betri upplifun neytenda
- Meiri ávinningur fyrir alla

KÆRAR ÞAKKIR FYRIR ÁHEYRNINA

