

# List of points to consider when approaching marketing data under GDPR

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- **Lead Source**
- **Where you manage your data**
- **Reason for processing data**
- **Right to erasure**
- **Portability**
- **Time hold data**
- **Evidence, record, think**
- **Audit; why and how long to keep data**
- **Do not contact list**
- **Merge account**
- **Multiple lead source**

