6 things to know about consent

1. It must be a genuine choice, freely given and a positive opt-in. Don’t use pre-ticked boxes – you can’t opt people in by default.

2. Consent should be clear and concise. Be specific on how the personal information will be used.

3. Parental consent is needed for children under 13 years old for processing that requires payments.

4. You don’t always need consent. Other legal bases include processing for ‘compatible’ purposes, contractual or legal obligations.

5. Explicit consent is needed for special category personal information, e.g. health, race or genetic data.

6. Make it simple for people to withdraw consent. Processing shouldn’t be a precondition of service.

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