



## Festive data 4th of advent




### Christmas greetings: Data protection for digital cards & newsletters





From the heart, but in compliance with data protection regulations

Digital Christmas cards, newsletters, and email greetings are practical, but they pose risks if addresses are shared carelessly.




#### Typical risks:

-  Email addresses in the "To" field instead of BCC.
-  Use of third-party providers without data protection checks.
-  Unchecked marketing or advertising measures.

#### Why caution is important:

-  Email addresses are personal data and are subject to the GDPR.
-  Incorrect tools or settings lead to data leaks.

#### How to do it right:

-  Carefully check email distribution lists.
-  Use BCC when reaching many recipients.
-  Check tools for GDPR compliance.

#### Practical tip:

Prepare Christmas greetings and check them shortly before sending: Who will receive the message? Are all settings correct? This ensures that the message remains cheerful and does not pose any data protection risks.

**Christmas brings joy, as does compliance with data protection regulations. By taking a few small precautions, you can protect your data, maintain your privacy, and ensure a carefree holiday season.**



**Wumbel wishes you merry christmas  
and happy holidays!**



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