

# Newsletters

U3A Dénia newsletters are now sent out using the MailChimp system which addresses some issues we had with the previous system:

1. Our internal Email server has issues sending the same Email to all members as they are often intercepted as Spam by the Internet mail system.
2. The MailChimp system allows text, images, and some interactive items to be easily included in the Emails.
3. The sending of the Emails is very quick- they all go out within a few minutes. The Internal Email system could take several hours to send Emails to all members.
4. Many of our members receive their Emails using smartphones or tablets and Emails are displayed much more clearly using the MailChimp system.
5. The MailChimp system is fully compliant with the requirements of the General Data Protection Regulation (GDPR) which was introduced to protect the privacy of Email users. It is easy to unsubscribe from the system by simply clicking a link at the end of each Email.

BEWARE of accidentally unsubscribing from the Email system. Accidentally clicking the unsubscribe link or changing your Email address without telling us will result in your no longer receiving Emails from us.

Recent past Emails can be viewed on the MailChimp website at this link [U3A Denia \(campaign-archive.com\)](https://www.mailchimp.com/campaign-archive.com)

## GDPR

The General Data Protection Regulation (EU) 2016/679 (GDPR) is a regulation in EU law on data protection and privacy in the European Union (EU) and the European Economic Area (EEA). It also addresses the transfer of personal data outside the EU and EEA areas. The GDPR's primary aim is to give individuals control over their personal data and to simplify the regulatory environment for international business by unifying the regulation within the EU. Superseding the Data Protection Directive 95/46/EC, the regulation contains provisions and requirements related to the processing of personal data of individuals (formally called data subjects in the GDPR) who are located in the EEA, and applies to any enterprise—regardless of its location and the data subjects' citizenship or residence—that is processing the personal information of individuals inside the EEA.