# UK GDPR: Data Consent

Data subjects must give consent for their data to be collected and/or processed.

You must provide clear information on what the data will be used for. Consent must be:

* specific, informed and freely given;
* it cannot be implied;
* the data subject must specifically “opt in”;
* the consent must be for a specified duration;
* when the duration has lapsed, consent must be renewed.

If consent is not given or if it is withdrawn, data must be removed or anonymised.



**Further information**

Refer to the ICO website for more detailed guidance: <https://ico.org.uk/for-organisations/guide-to-data-protection/guide-to-the-general-data-protection-regulation-gdpr/individual-rights/right-to-object/>