

TECHNOLOGY FOR MARKETING

“How GDPR is shaping the future”

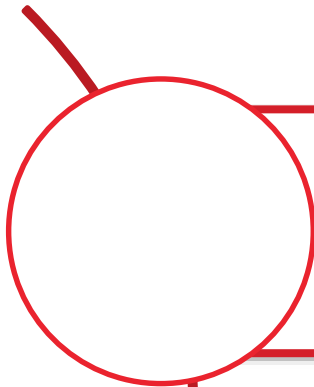


- What can I give you?
- Some **real world experiences** from 15+ years of information law and privacy guidance
- how we help DPOs and legal engage with Sales & Marketing

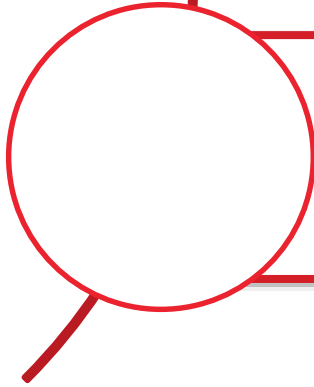


 **iCompli**
Compliance in your language





1. How to identify
Risk and Problems



2. How to Fix them



Learn this early

“You will not find all the errors,
problems and risks on your own.
You need help”



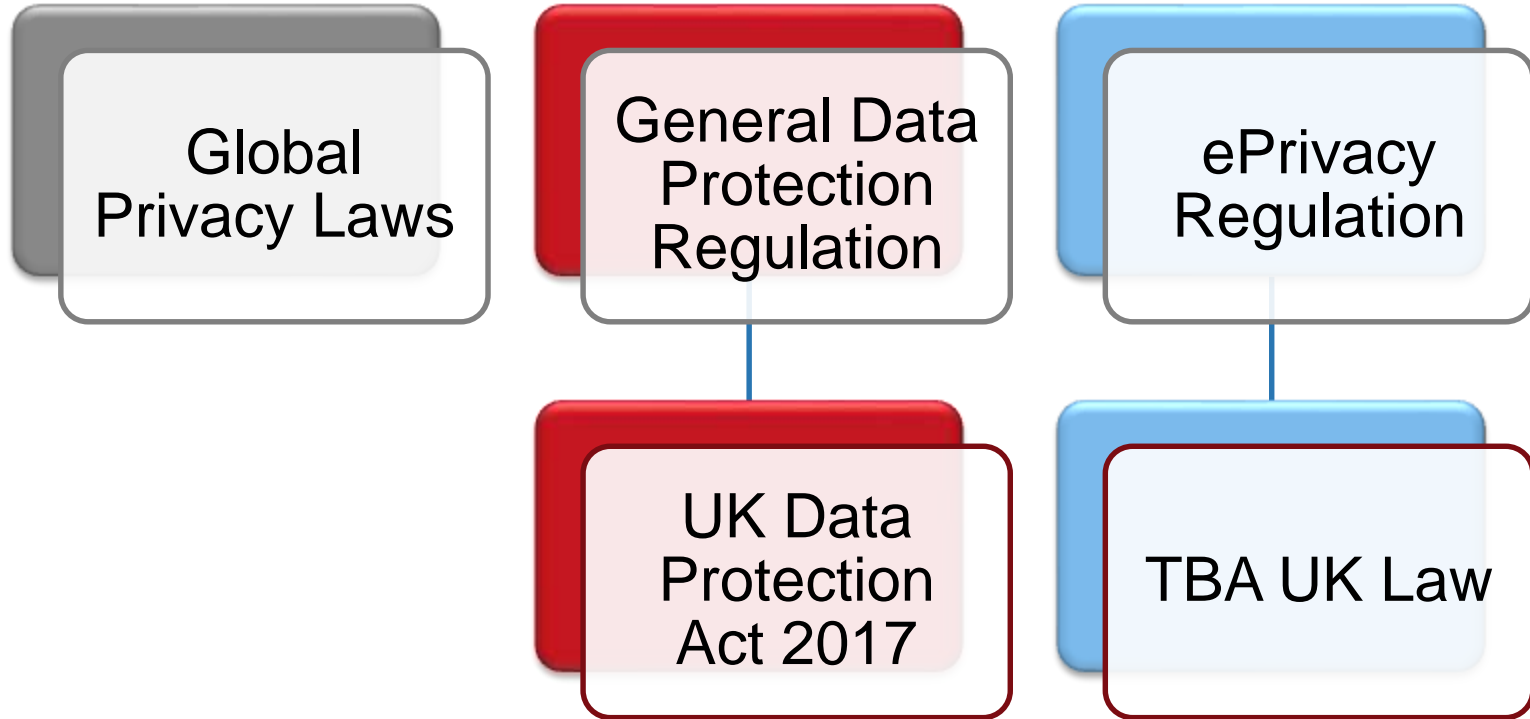
I'm not reading that!

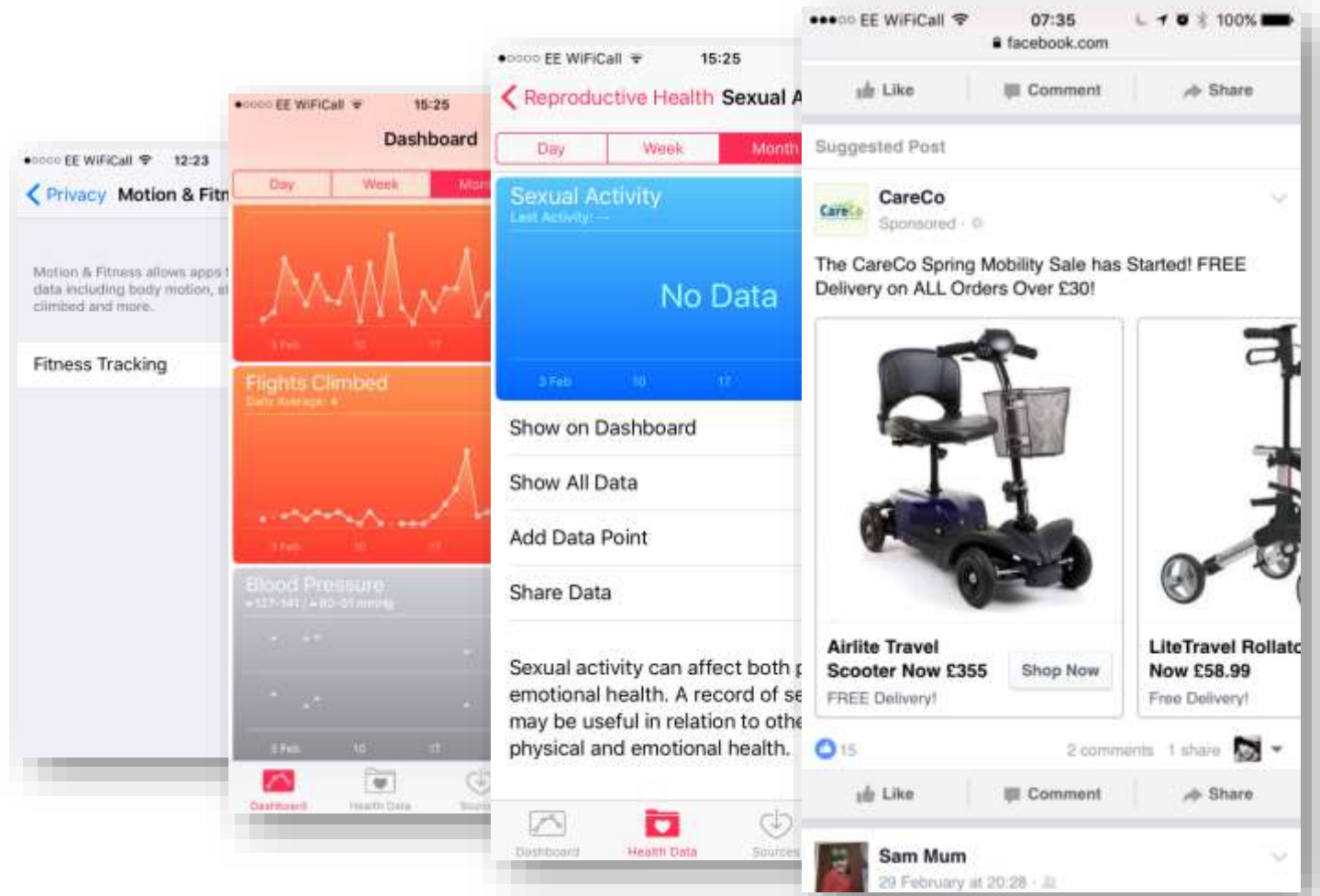
Page 226 of 226 54151 words  English (United Kingdom)

- 99 Articles, 173 recitals, 226 pages and **54,000 words!**



Put it in context!





Let's be realistic

Can we link
MailChimp
unsubscribe to
Outlook?

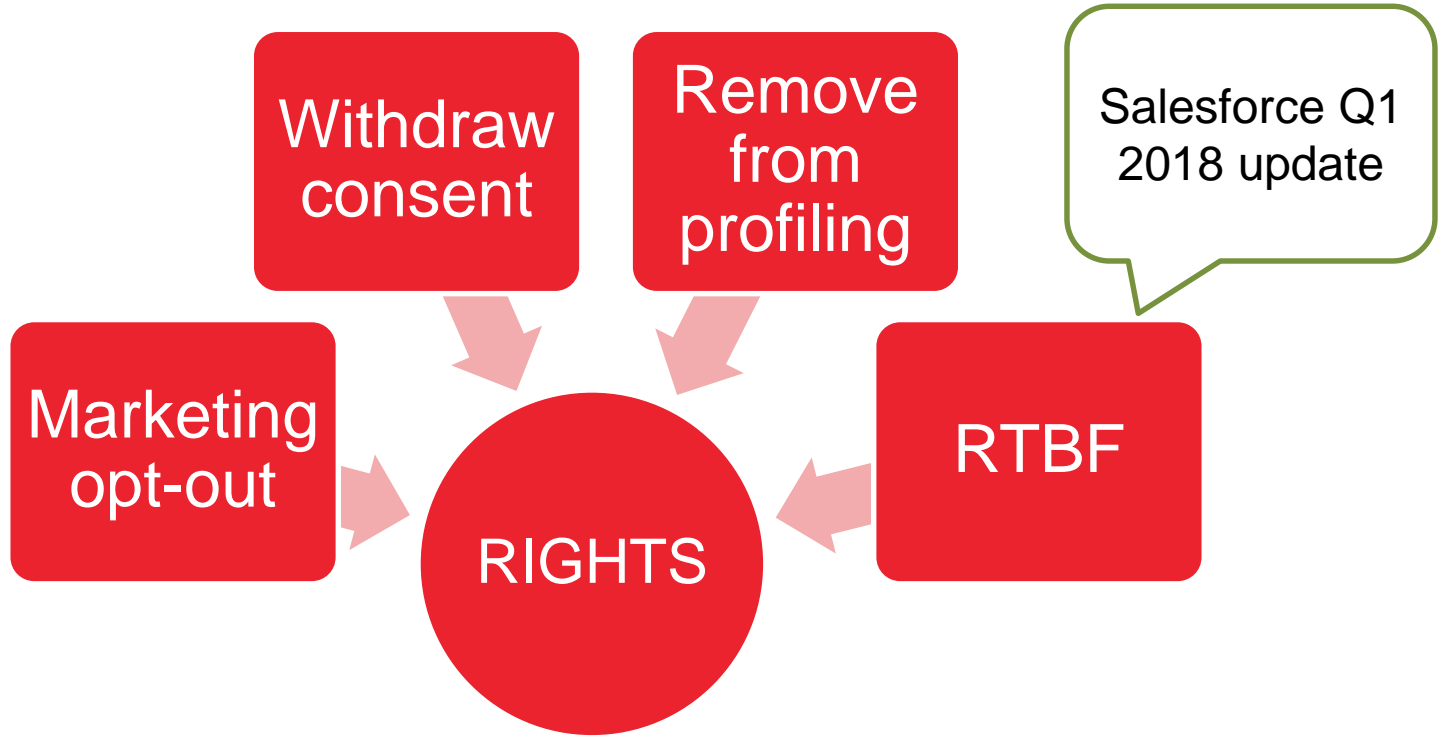
How will
programmatic
advertising work
post GDPR



We see the same challenges



RIGHTS & ACCOUNTABILITY Challenges



The first 'principle'

- Personal Data shall be processed.
(1) LAWFULLY (2) FAIRLY and (3) TRANSPARENTLY
 - Lawful has 6 'tests'

Be fair, lawful and transparent

Collect for a specified, explicit purpose; use for that purpose

Obtain data that is adequate, relevant and not excessive

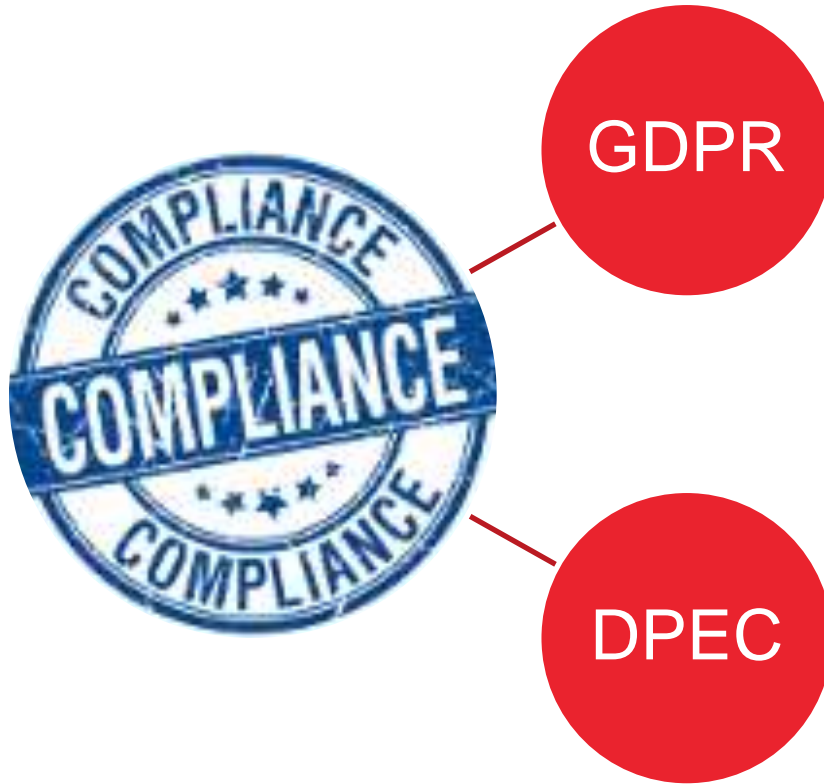
Keep data accurate and, where necessary, up to date

Only keep identifiable data for as long as necessary

Don't lose data, break it, damage it or put it in a 'physically unsafe environment'



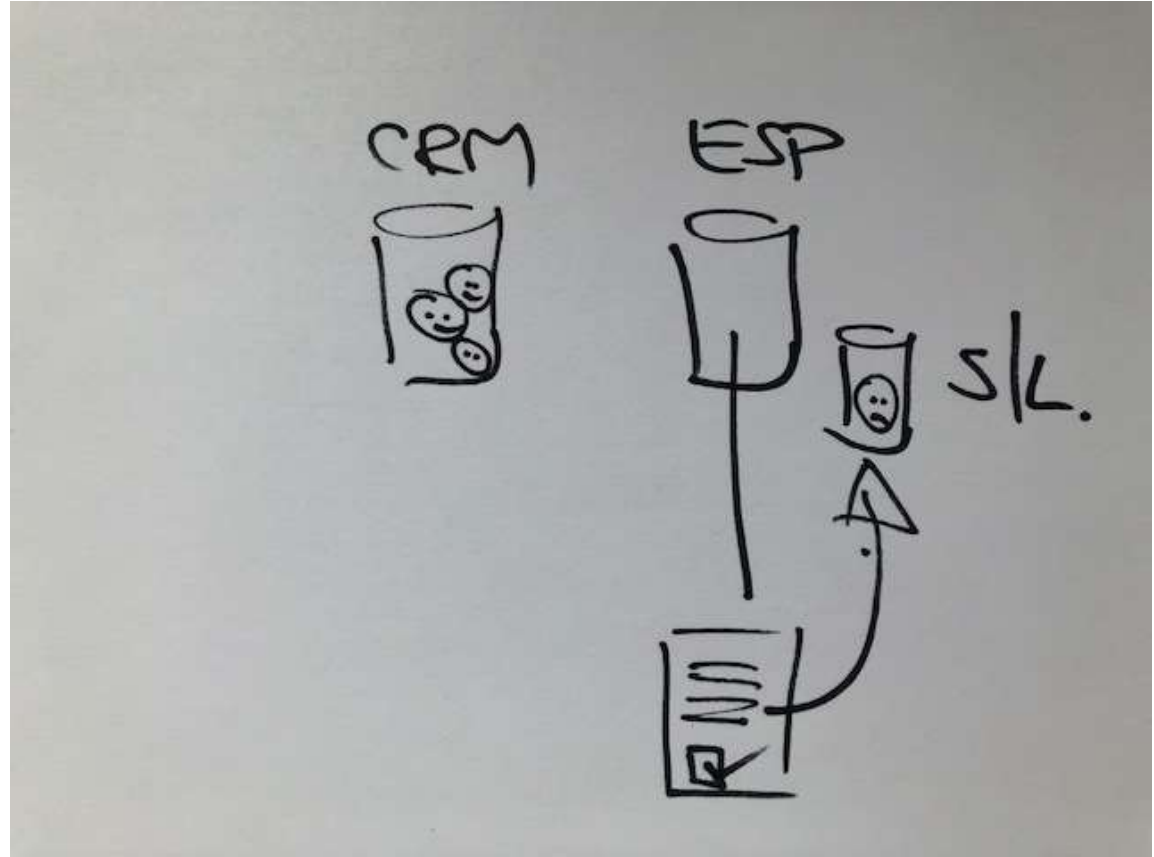
GDPR and DPEC together



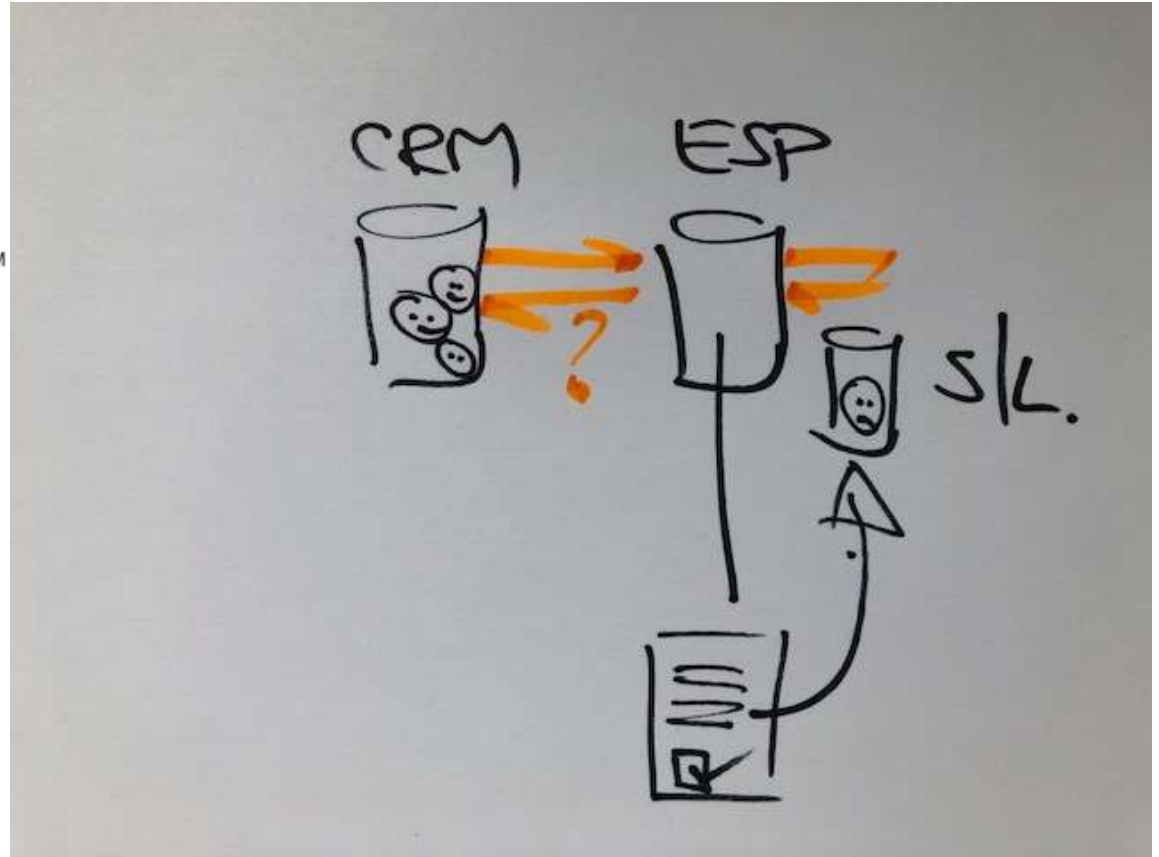
- Fundamental **Rights** and Freedoms
- **Lawful**, Fair, Transparent

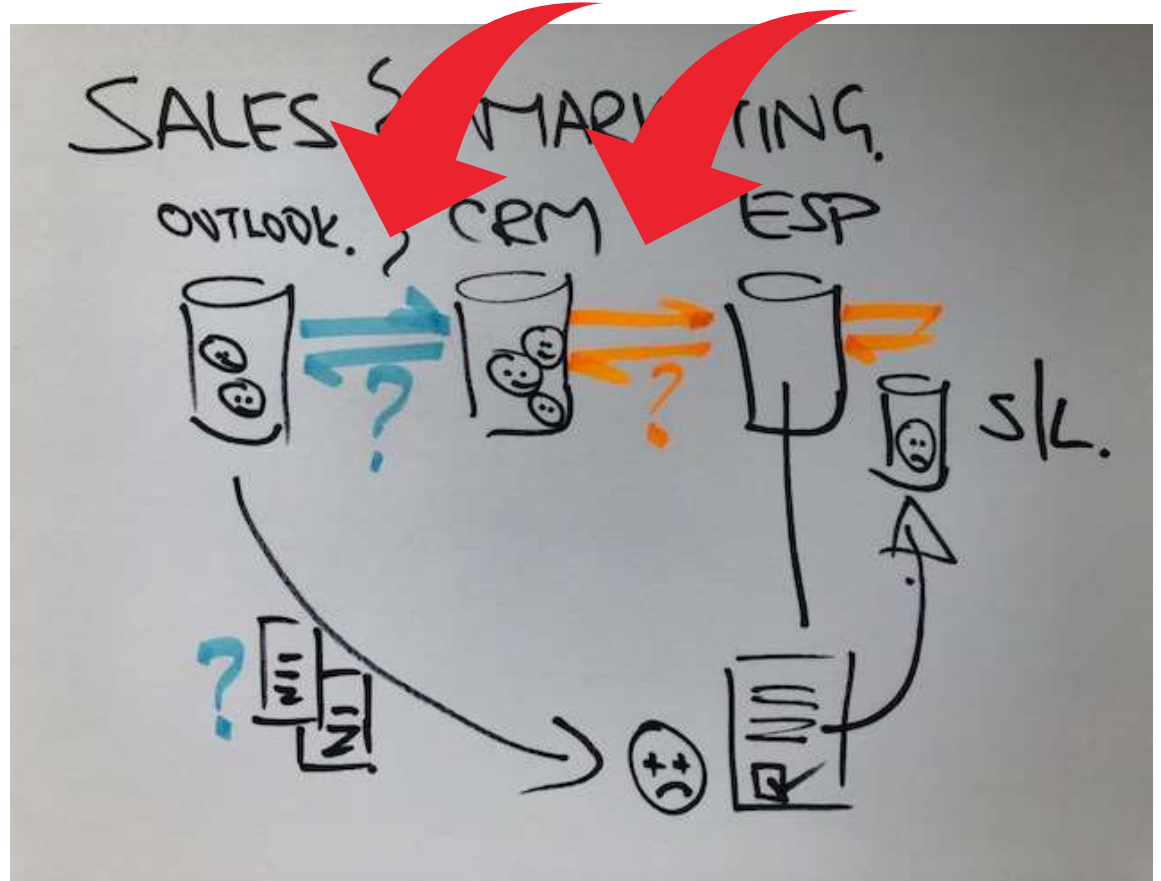
- Email/SMS/In App marketing **Consent**
- Channel **opt-out**
- Purchase soft opt-in



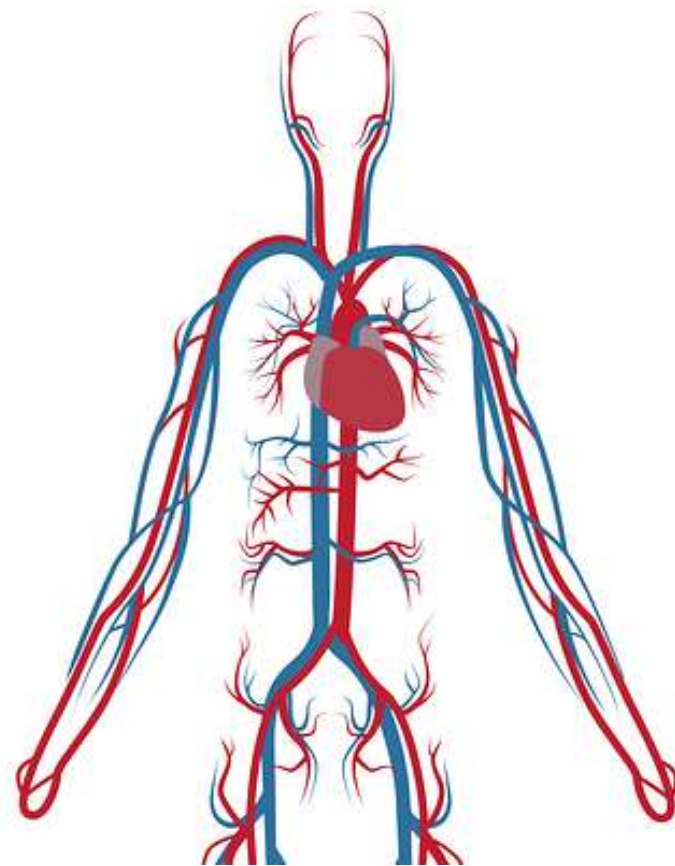


Agile App Sync





We Sales can fix the patient!





The (rise of the) Preference Centre

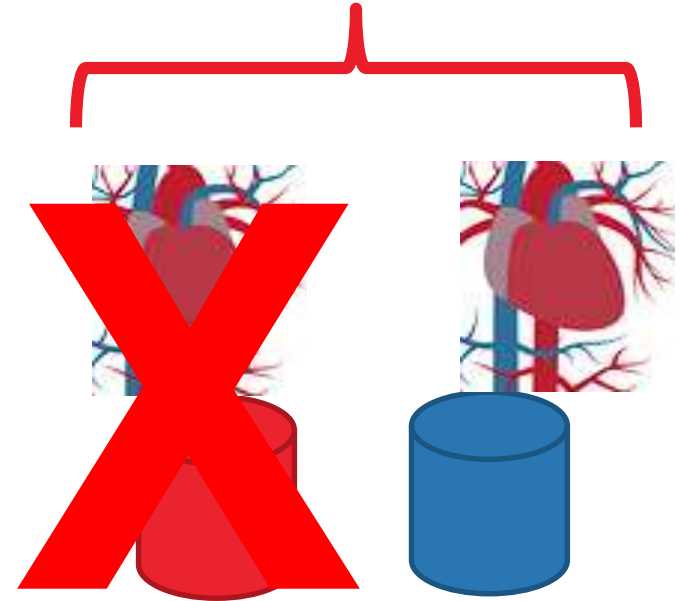


PREFERENCE CENTRE

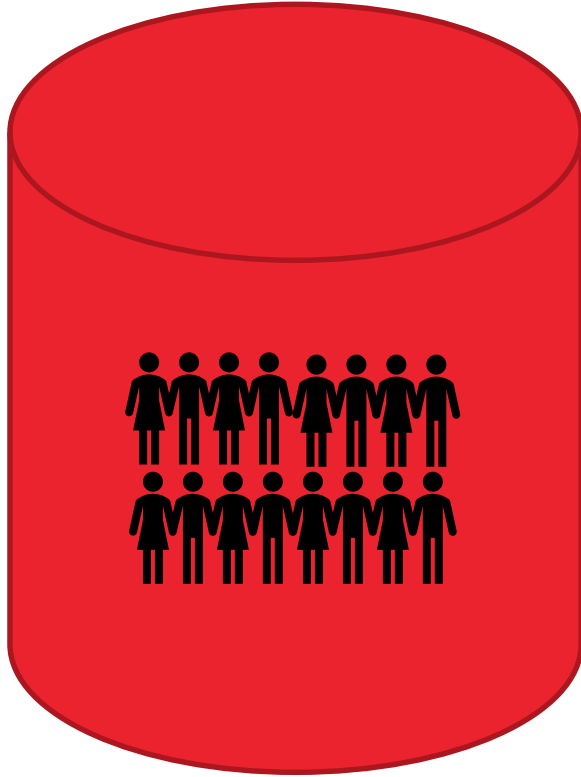
This is John, he would like you to:

- Send his magazine by POST
- Let him manage his own consent ONLINE
- Send his newsletter by EMAIL
- Send updates via SMS
- In an emergency TELEPHONE

SYRENIS



Wait! It's BIGGER than this



Wait! It's BIGGER than this

- Is the economy changing?
- 'as-a-service', streaming, inbound
- ePrivacy Regulation/Consent
- Make better use of data you have
- Build and **MONETISE TRUST**



Questions?



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