



GDPR and Marketers

Overview

It is even less than a month until the new EU-wide General Data Protection Regulations (GDPR) come into force. Starting May 25, 2018, organizations could face potential heavy penalties for misuse of consumer data in a bid to give EU citizens better control of their personal information.

According to a recent survey from the Direct Marketing Association, around a quarter (24%) of companies have yet to start a plan of attack, while only a little over half think that their organizations will be ready for the 2018 deadline. But what does the GDPR really mean for marketers and how can you take steps to address it now is being formulated below.

GDPR and Marketers

The purpose of the GDPR is to unify data privacy principles and practices across Europe, giving EU citizens more control over their data and increased capacity to dictate how organizations may use that data. If you have an EU data subject that you are marketing to, then regardless of where you are located in the world you will have to comply with the GDPR.

The GDPR is the most comprehensive law coming into effect for the last 20 years, and will affect every company in some way, shape or form doing business with EU customers. It will most certainly have a dramatic effect on digital marketers. To begin with, there will be a lot of confusion. Can you send promotional mails to EU Citizens? Can you track someone using their data? Can you share this data with third parties? If a customer wants to leave, do they have the right of erasure, and will companies have to return certain data? At the moment, However, it is also a chance for marketers to reassess the data value exchange between business and user, and we believe it will ultimately lead to better digital marketers.

Companies preparation for GDPR

If you're a marketer doing business with EU clients, it's important that you are thinking about your current

data acquisition and customer contact practices and how these need to be adjusted in order to meet compliance. Come May 25th, companies will need to show that they are working to comply with the regulations, and those found non-compliant could very well be levied a substantial fine.

Marketers need to do a research how the GDPR affects them and their organisation, and re-evaluate their outreach and onboarding strategies. The essential thing to establish is that a consent trail exists so that it's clear and can be proved which data customers have agreed to share.

Reviewing responsibility for obtaining consent

Once you've reconnected with your customer database to ensure their consent statements will be GDPR-compliant, the next step you as a marketer can take today is to review contracts. Companies' contracts will need to be updated within the media supply chain to clarifying exactly who has the obligation to obtain consent, and also who has the obligation to provide transparent information about how customers' data is used.

Each country will have a Data Protection Authority (DPA) that will coordinate GDPR compliance; in the UK, the Information Commissioner's Office (ICO) is that body.

As a result of all the commotion around the GDPR, the directive will definitely take some time to get used to. However, marketers need to remember that it could ultimately improve the customer experience, which in turn will make us legitimate digital marketers in the long run.

Practical tips for marketing with GDPR

- Start auditing your mailing list now.
- Review the way you're currently collecting personal data.
- Invest in a content marketing strategy - by creating white papers, guides and eBooks that visitors can

access and download in exchange for them sharing their contact information.

- Invite visitors to add themselves to your mailing list by launching a pop up on your website. You can keep your mailing list neatly segmented by creating specific pop ups for product news, blog posts and general company news. Just remember to link to your privacy policy though, to ensure compliance.
- Educate your sales team about social selling techniques.
- Start centralizing your personal data collection into a system. And make sure your users can access their data, review its proposed usage, and make any changes as necessary.
- Understand the data you're collecting in more detail.
- Update your privacy statement. Review your current privacy statement and amend the statement accordingly to comply with GDPR requirements.



www.zinfo.com

Contact Us

AMERICAS

sales.noram@zinfotech.com
6200 Stoneridge Mall Road, Suite 300
Pleasanton, CA 94588
United States of America

EUROPE, MIDDLE EAST AND AFRICA

sales.emea@zinfotech.com
Davidson House
Forbury Square, Reading
RG1 3EU, United Kingdom

ASIA PACIFIC

sales.ap@zinfotech.com
3 Temasek Avenue
#21-00 Centennial Tower
Singapore 039190