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gdpr: the opportunity!

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The logo for Sagittarius Agency is centered on a bright yellow-green background. The word "sagittarius" is written in a bold, lowercase sans-serif font, with the first half in dark blue and the second half in white. Below it, the word ".agency" is written in a smaller, dark blue, lowercase sans-serif font. The background features a white diagonal shape in the top-left corner and a dark blue diagonal shape in the top-right corner.

sagittarius
.agency

about me.



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high performance guaranteed.



digital marketing that
drives traffic and
increases sales
essential strategies
› content strategy
› email marketing



e-commerce design & build
and sites that convert
more sales
› global ecommerce
› digital transformation

before we start... a disclaimer

The information provided and the opinions expressed in this presentation represent the views of the presenter(s). They do not constitute legal advice and cannot be construed as offering comprehensive guidance to the Data Protection Act 1998, Privacy & Electronic Communications (EC Directive) Regulations 2003, the General Data Protection Regulation or any other statutory measures referred to in the course of the presentation or subsequent q&a.

overview

- a bit of background
- 5 opportunities
- summary



GDPR: what is it?

- Data Protection Act 1984
- Data Protection Directive 1996
- Data Protection Act 1998
- ePrivacy Directive 2003
- ePrivacy Directive 2012
- General Data Protection Regulation (GDPR)
 - Enacted: 27th April 2016
 - In force: 25th May 2016
 - Compliance: 25th May 2018

why is it different?

- GDPR makes it clear that the data subject owns any data which describes or identifies them
- They have the right to determine how it is used, check it and withdraw it
- Anyone who handles this data is held accountable and must be able to demonstrate how they protect it and what they do with it

key issues for marketing.

- consent
- legitimate interest
- how much, how long
- profiling
- data sharing with third parties
- erasure

opportunities.

- improve data security
- get data 'in order' & improving your client understanding
- improve customer experience / value exchange
- build trust
- beat the competitors
- digital transformation

data security.



data security.

A person with glasses and curly hair is lying on a bed with white sheets, using a laptop. The person is wearing a black t-shirt. The background is a green wall with a power outlet and some cables.

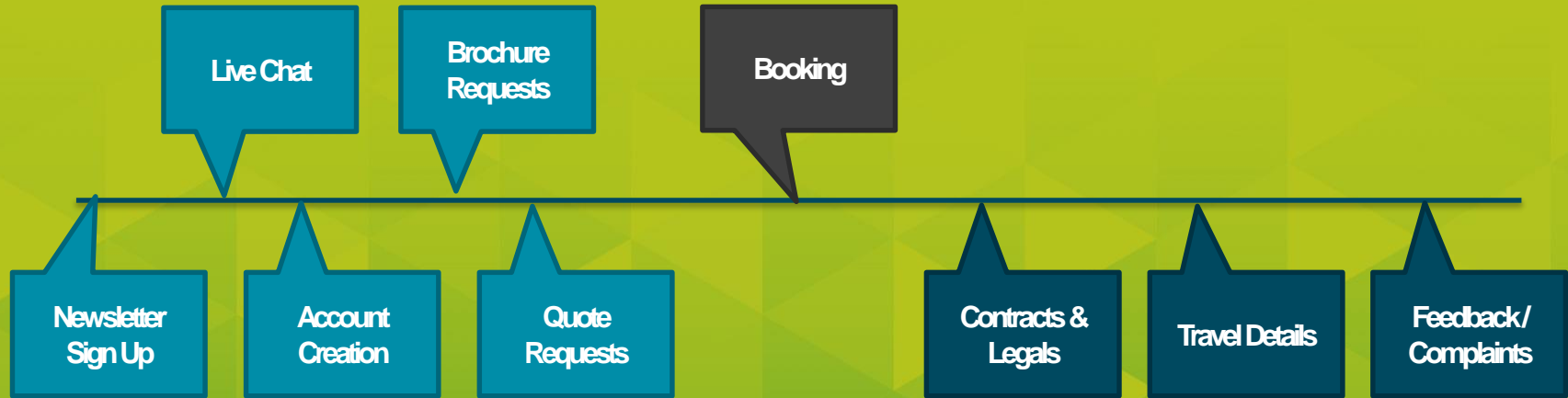
#1. better security

- › infrastructure
- › software
- › network access
- › policies
- › insurance

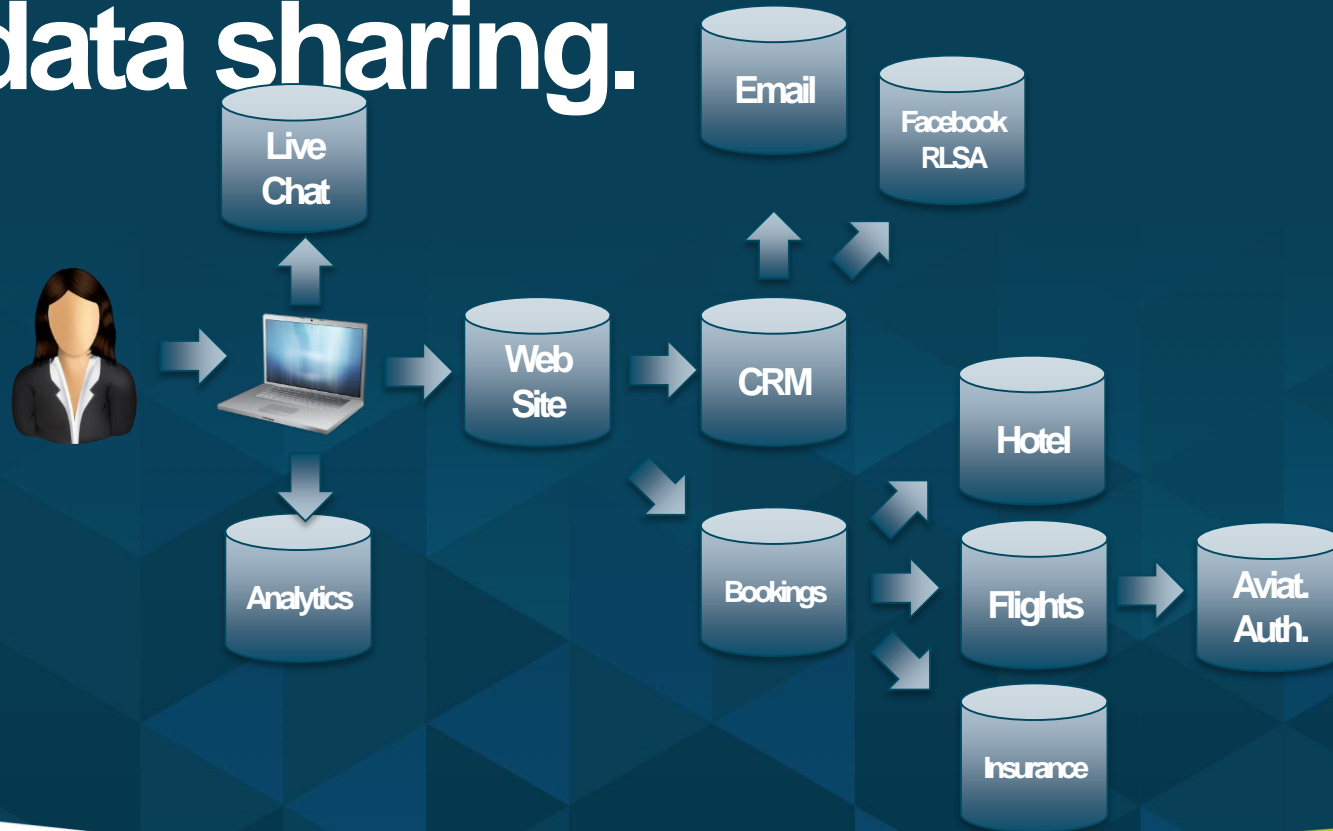
customer data.

- freely given
- only the interested
- valued

collection.



data sharing.



#2. single customer view.

- CRM
- SCV tools
- APIs
- Data security



trust & experience

- trust
- consent
- legitimate interest
- data sharing
- privacy
- value

sharing data.

72%

happy to share data

90%

want more control

Source: nVision Research – UK 18+ | DMA 2015

what entices consumers.



Source: nVision Research – UK 18+ | DMA 2015

consent in practice

- **Unbundled**: consent requests must be separate from other terms and conditions. Consent should not be a precondition of signing-up to a service unless it is necessary to do so
- **Active Opt-in**: no more pre-ticked boxes and opt-out may be questionable under GDPR. Use unticked opt-in (not as scary as you might think!)
- **Granular**: give granular options separately for different types of processing
- **Named**: name your organisation and any third parties who will be relying on the consent given.

more control.

> ICO example

what do we think?

Here at [organisation name] we take your privacy seriously and will only use your personal information to administer your account and to provide the products and services you have requested from us.

However, from time to time we would like to contact you with details of other [specify products]/ [offers]/[services]/[competitions] we provide. If you consent to us contacting you for this purpose please tick to say how you would like us to contact you:

Post ☐ **Email** ☐ **Telephone** ☐

Text message ☐ **Automated call** ☐

We would also like to pass your details onto other [name of company/companies who you will pass information to]/[well defined category of companies], so that they can contact you by post with details of [specify products]/ [offers]/[services]/[competitions] that they provide. If you consent to us passing on your details for that purpose please tick to confirm:

I agree ☐

how about...

> sample newsletter sign up

get our newsletter

Enter your email address...



At Sagittarius we want to share our passion and excitement for digital. By providing your details you agree to be contacted by us.

We will treat your data with respect and you can find the details in our [Contact Promise](#) - this includes:

- How we store your data
- How we use your data
- How you can remove your data

choose your subscriptions



Blogs from our experts



Monthly newsletters



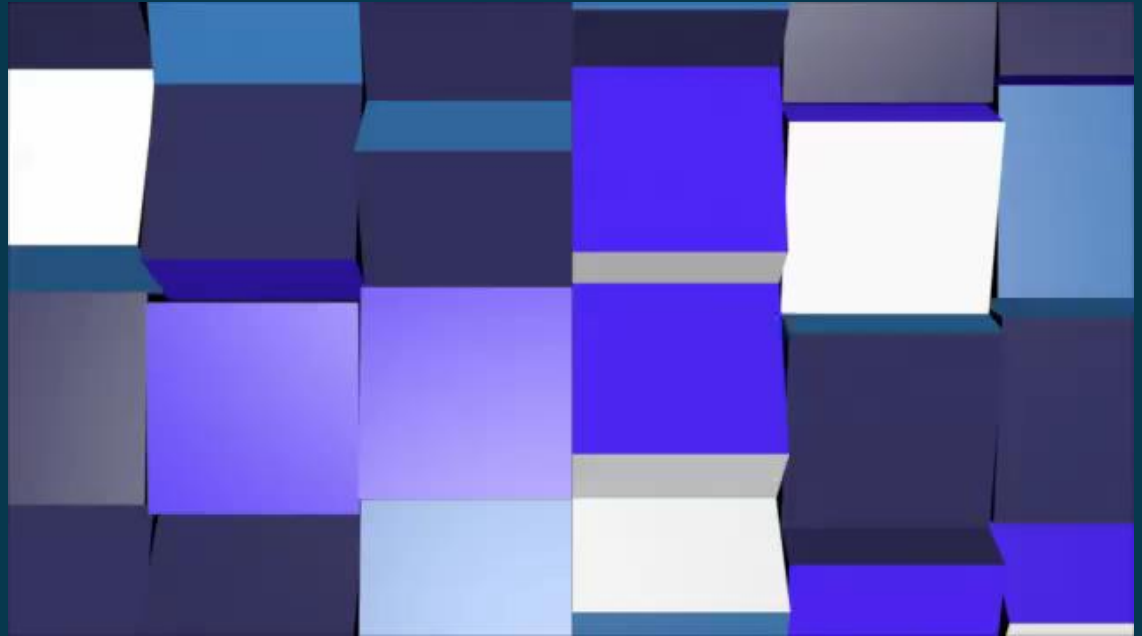
White papers



Event invitations

adding value.

- clear
- concise
- creative
- interesting (?)



people's data is valuable

so earn it!



#3. exploit the value exchange.

supermarkets

- 55% of customers trust their supermarket to deliver their weekly shop based on their normal buying habits
- 47% of customers trust their partner to do the same

retailers

- 33% of customers trust their clothes retailer to send them something they'd like, in the right size and colour
- 45% of customers trust their partner to do the same

#4. trusted by design.

privacy notices - no longer a foot-er note.



be transparent & honest.

- what information is being collected?
- who is collecting it?
- how is it collected?
- why is it being collected?
- how will it be used?
- who will it be shared with?
- how to withdraw
- what will be the effect of this on the individuals concerned?
- is the intended use likely to cause individuals to object or complain?

layering.



How will we use the information about you?

Process your order, manage your account, personalise your use of the website and post offers of other products and services we offer to you (if you agree).

May be shared with – members of our group of companies (if you agree). Won't be shared – for marketing purposes outside of our group. [Please follow this link for further information.](#)



context.

Create an account

Title

Mr

Name

Joe Bloggs

Email address



Username

Password


Confirm password


Create account


We use your email address as part of allowing you access to your account, and in order to contact you with important information about any changes to your account. [Please follow this link for further information.](#)

why.

Use the power of uSwitch to get a better deal today

 Your postcode


 Email address


 Phone number (optional)


Compare energy deals now

Why? We'll send you a copy of your comparison results for easy reference

Use the power of uSwitch to get a better deal today

 Your postcode

 Email address

 Phone number (optional)

Compare energy deals now

Why? If you're unable to complete your comparison, we can call to help. (Don't worry, we will never sell your info to third parties.)

better quality.

- ~~as the guide~~ 45% sign up
- ~~be really clear~~ 10% to 15% sign up
- ~~first customer~~ 15% to 25% sign up
- ~~from customer~~ 5% to 10% sign up
- for you: better quality prospects

opportunity summary

- #1. better security & controls
- #2. better understanding of our customers (SCV)
- #3. built on the value exchange
- #4. trusted by design
- #5. lifetime customers!

thank you.



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