

## The Moment of Truth:

# Why should GDPR matter to you?

OK so...

**what is GDPR?**

The EU General Data Protection Regulation is a Europe-wide set of data protection laws designed to harmonise data privacy practice across Europe.

**50%**

of companies are aware of GDPR

**14.6%**

are very prepared for GDPR

Data IQ, 2017 GDPR Report

## How will GDPR affect Sales and Marketing?

GDPR will impact all areas of inbound and outbound Marketing, Sales will have to adjust to be more strategic in data collection and management.



## ARE YOU READY?

When's the deadline?



Is your head buried in the sand when it comes to GDPR?

Well, it's time to stop putting it off. GDPR is a reality and it's fast approaching, so why not get ahead of the curve and get a firm hold of GDPR before it's too late.

## THE BOTTOM LINE

GDPR represents a quantum change in global data and privacy management – it will effect every business transacting within the EU territories.

Whilst it's yet to be proven how tough enforcement of the new laws will be applied, can businesses afford not to take it seriously? Heavy fines and a loss of brand reputation are on the line.

### WHAT'S THE PENALTY?

Failure to comply with the new data privacy laws could mean...

**4% OF GLOBAL TURNOVER OR €20 MILLION, WHICHEVER IS GREATER.**

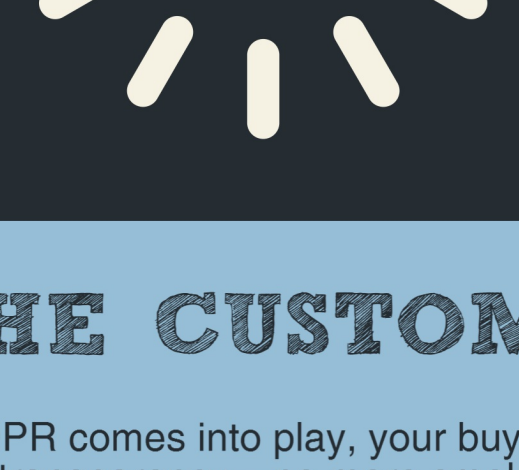
## THE MARKETER

Opt-in will be mandatory; Opt-in must be unambiguous and unbundled; Your existing marketing database is likely to substantially reduce in size. It applies if you are storing data for European citizens no matter where you are in the world. How you intake, store, maintain and erase data across all touch-points & channels will be effected.



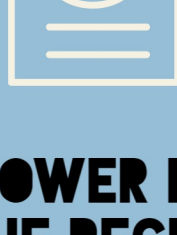
## BUT IT'S NOT ALL DOOM AND GLOOM

The new data protection laws mean marketers have the opportunity to adopt a more tailored, personalised approach to drive engagement, resulting in more valuable conversations for Sales.



## THE CUSTOMER

When GDPR comes into play, your buyers will be expecting full transparency – no more smoke and mirrors, and sneaky pre-ticked opt in boxes.



**48%**

find it very easy to subscribe to promotional emails

**20%**

find it very difficult to unsubscribe, leading to higher spam complaints

Litmus, 2017 Email Report

### THE POWER LIES WITH THE RECIPIENT

They will have more control of the types of marketing communications they receive from you (and how often), including the ability to unsubscribe easily.

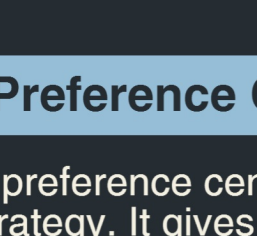
GDPR presents a unique opportunity to build trust, strengthen the relationship between you and your prospects/ customers and boost their experience with your brand.

## A WIN-WIN SITUATION

After 25 May 2018, you can't legally send marketing communications to data who haven't gone through a double opt in process. You need your prospects' or buyers' consent, and in return they expect a valuable exchange.

### HOW DO YOU DRIVE DOUBLE OPT-IN?

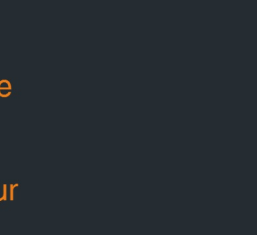
#### Content:



In exchange for a new opt-in, even if your prospects or customers have subscribed to communications in the past, you'll need to provide quality, valuable content via a gated landing page or pop up, followed up by an email to confirm consent.

#### Preference Centers:

A preference center is a key player in a double opt-in strategy. It gives contacts the ability to set their communication preferences in terms of content, frequency and channel and a place to easily unsubscribe at any time.



\* The language you use must be clear, precise and emphasise that a double opt-in is the only way to opt in at all!

\* You must be able to provide evidence of how and when your contacts gave consent to be GDPR compliant!

#### Sources:

Data IQ: 2017 GDPR Series Permission Report

Litmus 2017 State of Email Report

[www.crmtechnologies.com](http://www.crmtechnologies.com)

**CRMT**  
MARKETING OPERATIONS

