

GDPR ONE YEAR LATER:

What's a Marketer to Do?

Unless you've been living under a rock, you've heard of GDPR*

* GDPR = The General Data Protection Regulation = that pesky EU regulation that makes processing personal data a bit more complicated

In a Nutshell



GDPR went into effect last year on **May 25, 2018**



It protects the personal data of EU citizens and subjects inside the EEA



You can be fined up to **€20M** or **4% of your annual global turnover**

From Then to Now

In the past year, several businesses have gotten into a bit of financial trouble with GDPR:



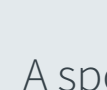
Google for lack of consent about ads personalization

€ 50,000,000



A social media company for failing to secure users data

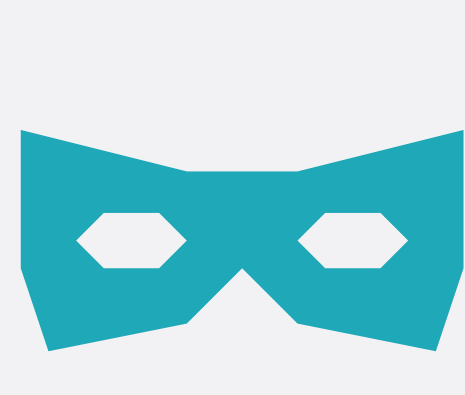
€ 20,000



A sports betting café for unlawful video surveillance

€ 5,280

Source: European Commission (2019)



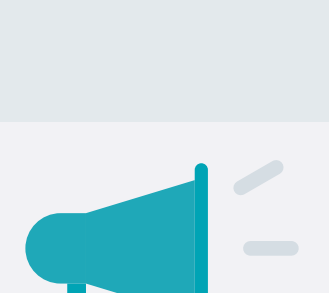
41,502

data breaches reported

95,180

complaints introduced

Source: European Commission (2019)



Most commonly complained-about activities: telemarketing, "promotional emails", and video surveillance

Remember Your Inbox on May 25th?

You might've unsubscribed yourself from a bunch of things you forgot you were even subscribed to.

GUESS WHAT ? ? ? ? ?

Some people probably did that to your magnificent email.

But here's the thing:

EMAIL MARKETING ISN'T GOING ANYWHERE — IT'S JUST GETTING SMARTER.

Email users will continue to grow.

3,7 B

3,8 B

4,8 B



So — if people are willing to receive your emails, the only question that remains is how do you make sure people get your emails?

By 2022, it's expected that over 347 billion emails will be sent and received daily.

Source: Statista Survey on Internet Demographics & Use (2019)

Kentico can help you — see how!

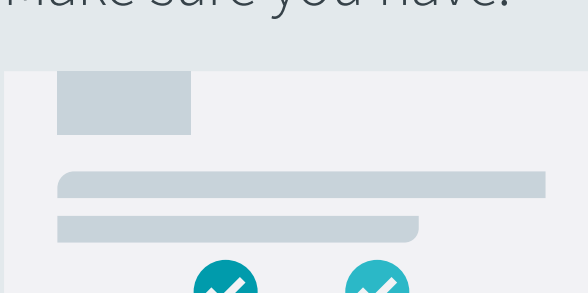
HOW TO SEND GDPR-FRIENDLY EMAILS:

A Handy Guide in 4 Steps

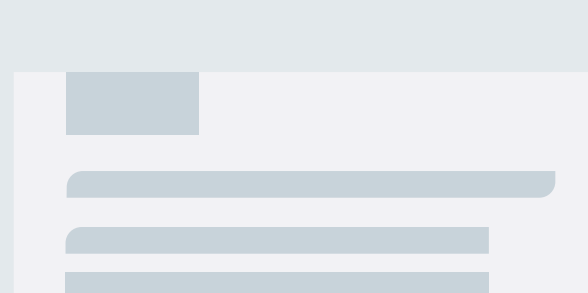
1

FIRST, AND PLAINLY: DON'T BE DUMB

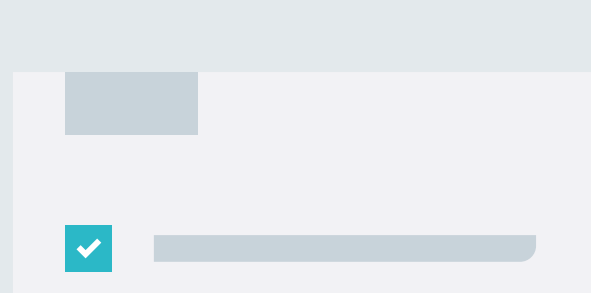
Make sure you have:



Double opt-ins to ensure consent



Unsubscribe links in every email



Easily editable email preferences

2

BE HONEST AND EARN YOUR CUSTOMERS' TRUST

Make your security policies transparent, simple, and readable. You'll be surprised how willing someone is to give you their data when they understand you won't use it for evil.

41%

Two out of every five surveyed consumers said GDPR's rules made them more confident in brands' use of personal data.

Source: Consumer Email Tracker Report, Data & Marketing Association (2019)

3

LISTEN TO YOUR USERS AND USE IT!

86%

customers who read online reviews

10

average # of reviews read before feeling trust

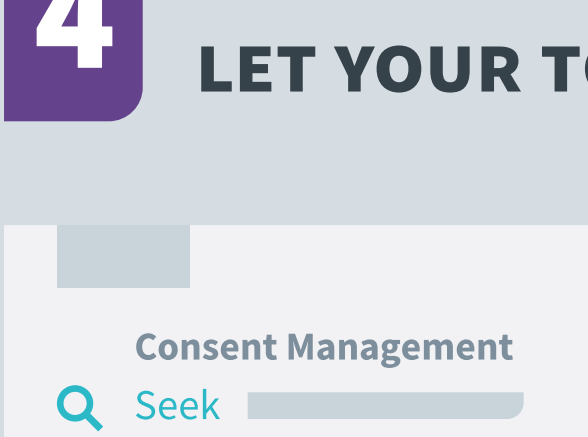
78%

customers who trust online reviews as much as personal recommendations

Source: Local Consumer Review Survey, BrightLocal (2018)

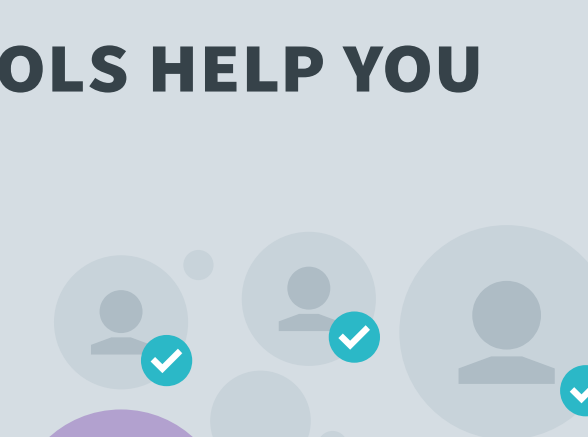
4

LET YOUR TOOLS HELP YOU



Review how you seek, record, and manage consents

Kentico 12 makes it straightforward with built-in consent management



Check your procedures cover individuals' rights

Kentico 12 lets you manage individuals' rights with its Data Protection app



Review your current privacy notices

Kentico 12 makes it easier for you through integrated consent management

See how Kentico can help you with GDPR!