

# GDPR for marketing

**Paul Wilkins**  
**Azzurro Marketing**

# GDPR for marketing



Azzurro is a results-focused creative marketing specialist helping business owners address their marketing issues, improve results and kick start growth.

# GDPR for marketing

## GDPR for Marketing - what you need to know

# GDPR for marketing



## The legal point

The content of this seminar is a commentary on the GDPR, as Azzurro Marketing interprets it. We've spent time looking at GDPR and like to think we've been thoughtful about its intent and meaning for marketers. But the application of GDPR is highly fact-specific, and not all aspects and interpretations of GDPR are well-settled.

As a result, this content is provided for informational purposes only and should not be relied upon as legal advice or to determine how GDPR might apply to you and your organisation. We encourage you to work with a legally qualified professional to discuss GDPR, how it applies specifically to your organisation, and how best to ensure compliance.





## What we will cover today

- How does GDPR impact marketing?
- Why GDPR is an opportunity for marketers
- Nine practical tips on GDPR for marketing teams

# GDPR for marketing



## What is GDPR?

A new digital privacy regulation introduced on the 25th May, 2018.





## What is GDPR?

Companies are now required to build in privacy settings into their digital products and websites – and have them switched on by **default**



## What is GDPR?

Companies must:

- regularly conduct privacy impact assessments
- strengthen the way they seek permission to use the data
- document the ways they use personal data and improve the way they communicate data breaches





## What is GDPR?

- It's a regulation and not a directive, it is legally binding
- Failing to comply could lead to fines of up to €20 million or 4% of your global turnover!



## Why introduce GDPR now?

- The most far-reaching change to data protection in a generation
- It puts individuals first
- They must be protected and empowered, rather than exploited or ignored



## Why introduce GDPR now?

- Existing was first adopted in 1980
- Don't include considerations for social media, smartphones, or even advanced web technology
- Current regulation is only a directive

## How does GDPR impact marketing?





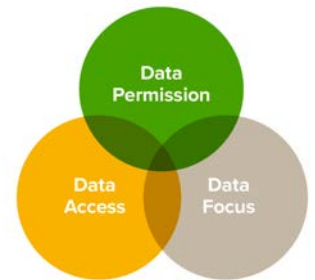
## How does GDPR impact marketing?



## How does GDPR impact marketing?

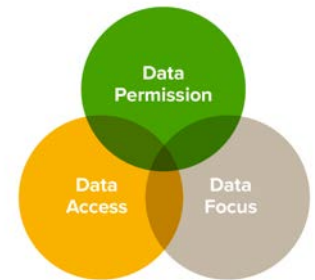
### 1. Data Permission

- How you manage email opt-ins
- Consent in a 'freely given, specific, informed, and unambiguous' way
- Reinforced by a 'clear affirmative action'



## How does GDPR impact marketing?

Wait, what does that mean?



- Leads, customers, partners, etc. need to physically confirm that they want to be contacted
- Opt-ins need to be seen as a deliberate choice

# GDPR for marketing

## How does GDPR impact marketing?

**Try Azzurro CRM for free**

Your name:\*

Company name:\*

Your email:\*

Your phone:\*

[Start Free Trial](#)

By signing up to a free trial of Azzurro CRM, you agree to our terms and you have read our privacy policy. You may receive email updates from Azzurro Marketing and you can opt out anytime.

**Not compliant**

**Try Azzurro CRM for free**

Your name:\*

Company name:\*

Your email:\*

Your phone:\*

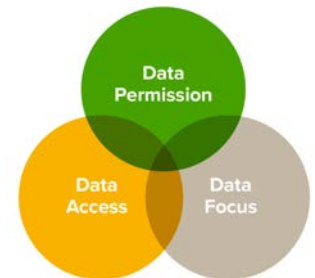
☐ By signing up to a free trial of Azzurro CRM, you agree to our terms and privacy policy.

☐ Yes, please keep me updated on Azzurro news, events and offers.

[Start Free Trial](#)

[Terms & privacy policy](#)

**GDPR compliant**






## How does GDPR impact marketing?

What about refer a friend programs?





Receive an *exclusive* beauty gift

You will receive a code for free delivery and a beauty gift bag of five deluxe samples when you successfully refer three friends to Space NK. Your friends will each benefit from the same exclusive offer on their first order\*. Plus, a £150 gift card will be awarded to whoever introduces the most friends.



Enter your details below to start earning your rewards.

 Your full name

 Your email address

Introduce your friends

Beauty gift offer valid online only with any purchase, until 14th December 2016.  
\*The friend you refer must spend £40 on their first online shop to receive their beauty gift.  
Terms & Conditions cover all the details of this offer. We're committed to keeping you protected via our Privacy Policy.


## How does GDPR impact marketing?

Notifications, rather than promotional





Receive an *exclusive* beauty gift

You will receive a code for free delivery and a beauty gift bag of five deluxe samples when you successfully refer three friends to Space NK. Your friends will each benefit from the same exclusive offer on their first order\*. Plus, a £150 gift card will be awarded to whoever introduces the most friends.



Enter your details below to start earning your rewards.

 Your full name

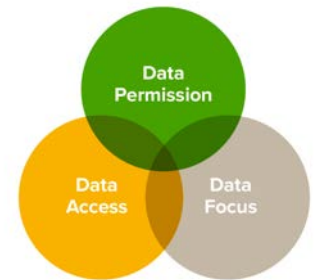
 Your email address

Introduce your friends

Beauty gift offer valid online only with any purchase, until 14th December 2016.  
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Terms & Conditions cover all the details of this offer. We're committed to keeping you protected via our Privacy Policy.

# GDPR for marketing

## How does GDPR impact marketing?



Receive an *exclusive* beauty gift

However, if the data is stored and used for marketing communications, then you are in violation

You will receive a code for free delivery and a beauty gift when you successfully refer friends to Space NK. Your friends will each benefit from the same rewards offer on their first order. Plus, a £150 gift card will be awarded to whoever introduces the most friends.

Enter your details below to start earning your rewards.

Your full name

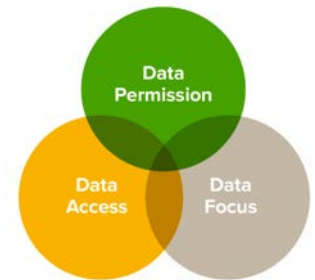
Your email address

Introduce your friends



Beauty gift offer valid online only with any purchase, until 14th December 2016.  
\*The friend you refer must spend £40 on their first online shop to receive their beauty gift.  
Terms & Conditions cover all the details of this offer. We're committed to keeping you protected via our Privacy Policy.

## How does GDPR impact marketing?



Receive an *exclusive* beauty gift

**To be clear:  
No marketing  
communication is to be sent  
out to the referee's email  
address.**

You will receive a code for free delivery and a beauty gift bag of five deluxe samples when you successfully refer three friends to Space NK. Your friends will each benefit from the same exclusive offer on their first order. Find a friend to refer by sharing your code with whoever introduces the most friends.

Enter your details below to start earning your reward

Your full name

Your email address

Your phone number

Online only with any purchase, until

The friend you refer must spend £40 on their first online

shop to receive their beauty gift.

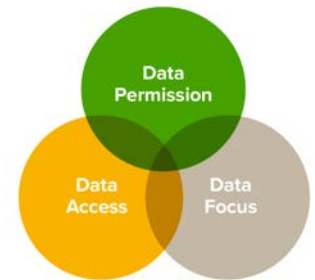
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committed to keeping you protected via our Privacy Policy.



## How does GDPR impact marketing?

### 2. Data Access



## How does GDPR impact marketing?

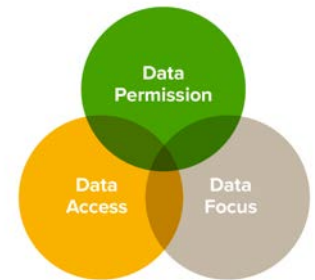
### 2. Data Access

- More control over how data is collected and used
- Right to be forgotten



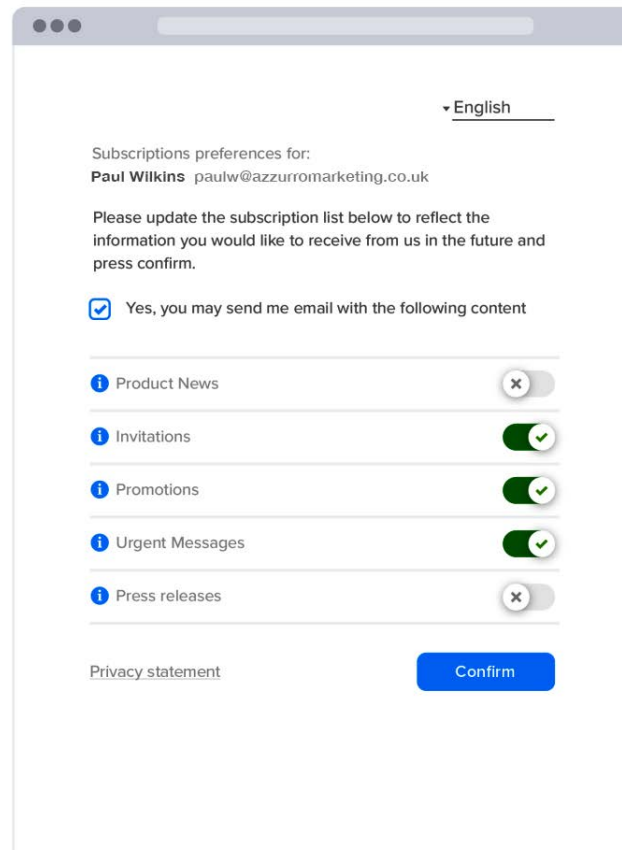
## How does GDPR impact marketing?

Unsubscribe



# GDPR for marketing

## How does GDPR impact marketing?



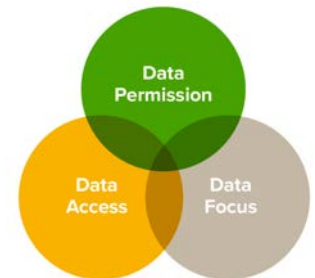
Subscriptions preferences for:  
**Paul Wilkins** paulw@azzurromarketing.co.uk

Please update the subscription list below to reflect the information you would like to receive from us in the future and press confirm.

☒ Yes, you may send me email with the following content

<a href="#">Product News</a>	<input type="checkbox"/>
<a href="#">Invitations</a>	<input checked="" type="checkbox"/>
<a href="#">Promotions</a>	<input checked="" type="checkbox"/>
<a href="#">Urgent Messages</a>	<input checked="" type="checkbox"/>
<a href="#">Press releases</a>	<input type="checkbox"/>

[Privacy statement](#) [Confirm](#)





## How does GDPR impact marketing?

### 3. Data Focus

- Do you collect more data from a person than you actually need?



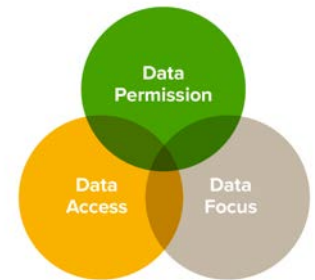
## How does GDPR impact marketing?

### 3. Data Focus



## How does GDPR impact marketing?

### 3. Data Focus



# GDPR for marketing



Let's take a break  
& be back in 10 mins.



## The cost of failing to comply

# COMPLIANCE

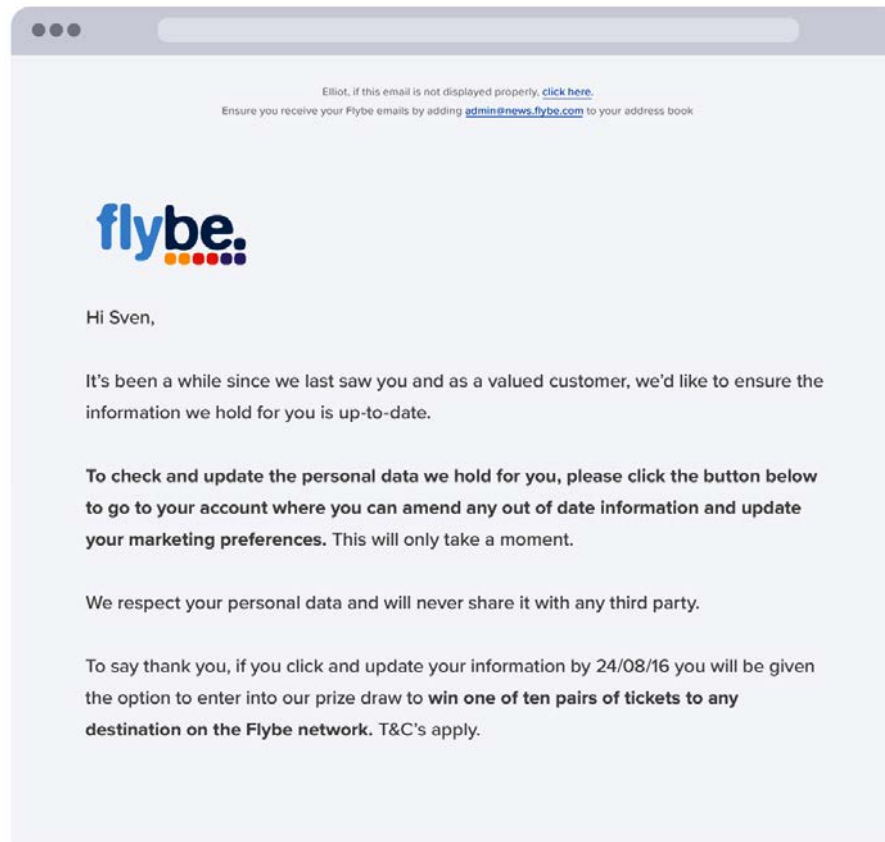


## The cost of failing to comply



# GDPR for marketing

## The cost of failing to comply



## The cost of failing to comply



- fined £70,000



## The cost of failing to comply

Remember:

If your customers have opted-out of marketing emails, don't email them – it's as simple as that. You are breaking the law if you do.

## The cost of failing to comply



Honda Motor Europe sent an email to 289,790 subscribers between May and August 2016 asking their database

*“would you like to hear from Honda?”*

## The cost of failing to comply



- fined £13,000

## The cost of failing to comply

Remember:

If you do not have explicit consent to email your customers, then don't email them!



## The cost of failing to comply



In late 2016, UK supermarket chain Morrisons re-launched their “Match & More” loyalty program

## The cost of failing to comply



Including 131,000 subscribers who had previously opted out and unsubscribed

## The cost of failing to comply



- fined £10,500

## The cost of failing to comply

Remember:

Be 100% sure that the subscribers you send an email to have opted-in!



## The cost of failing to comply



## The cost of failing to comply?



## Who is affected most in marketing?

In the marketing department, there are three roles that will see the biggest change in their everyday work.



## Who is affected most in marketing?

1. Email marketing managers
2. Marketing automation specialists
3. Public relations execs





## Who is affected most in marketing?

### 1. Email marketing managers

For B2B marketers, email addresses are the lifeblood of lead generation programs.



## Who is affected most in marketing?

### 1. Email marketing managers

Ensuring users opt-in to your B2B email marketing campaigns and give consent to be contacted will be a strict requirement.



## Who is affected most in marketing?

### 2. Marketing automation specialists

Marketing automation can be an extremely powerful tool.

But, it can also land you in trouble with GDPR if not set up correctly.



## Who is affected most in marketing?

### 2. Marketing automation specialists

You need to make sure that every name in your CRM database and every email in your automation system has given you permission to market to them.





## Who is affected most in marketing?

### 3. Public relations execs

Pitching new product releases or company information to journalists is no different than marketing to an employee of a business.



GDPR for marketing

# GDPR is a golden opportunity for marketers



# GDPR for marketing

**GDPR is a golden opportunity for marketers**



**ENGAGE**  
**YOUR TARGET AUDIENCE**

## GDPR is a golden opportunity for marketers

### 1. Gaining consent

With GDPR, you need explicit consent to use an individual's data. Your customers can also ask you exactly what information you have on them, who it is shared with and the purpose it has been used for.





## GDPR is a golden opportunity for marketers

### 2. Right to be forgotten

Under GDPR, every individual has what's called the “right to be forgotten”.



## GDPR is a golden opportunity for marketers

### 2. Right to be forgotten

Having a single platform gives your customers the opportunity to switch consent on and off, for different purposes.



## GDPR is a golden opportunity for marketers

### 3. Transparency

Building trust comes through projecting transparency. You have to be upfront and honest about who you are and what you're doing.



## GDPR is a golden opportunity for marketers

### 3. Transparency

A study by Harris Interactive found that 93% of online shoppers cite the security of their personal data as a concern.

93%



# GDPR for marketing

## 9 practical tips

73% of businesses are not ready to satisfy the compliance obligations of the GDPR.

23% of businesses feel they will only be partly compliant by the May 2018 deadline.

Source: Osterman Research  
& Symantec Inc





# GDPR for marketing

## 9 practical tips

The good news is that there are some things that you can start doing right now to make sure your business is GDPR complaint.

Here are nine practical tips that you can get started with right now:



# GDPR for marketing

## 9 practical tips

1. Start auditing your mailing list now.

\* Up to 75% of marketing databases will become obsolete by 25th May, 2018 and only 25% of existing customer data meets GDPR requirements

\* Source W8 data.



# GDPR for marketing

## 9 practical tips

1. Start auditing your mailing list now.

For new subscribers - send an automated email to confirm the subscription.

\* Source W8 data.



## 9 practical tips

2. Review the way you're currently collecting personal data.

Are you still buying mailing lists?

If so, now might be the time to start fresh with a new mailing list.



# GDPR for marketing

## 9 practical tips

A clean list?

JD Wetherspoon deleted their entire email marketing database.





# GDPR for marketing

## 9 practical tips

Dear Customer,

I'm writing to inform you that we will no longer be sending our montly customer newsletters by e-mail.

Many companies use e-mail to promote themselves, but we don't want to take this approach - which many consider intrusive.

Our database of customers' e-mail addresses, including yours, will be securely deleted.

In future, rather than e-mailing our newsletters, we will continue to release news stories on our website: [jdwetherspoon.com](http://jdwetherspoon.com)

You can also keep up to date by following our Facebook and Twitter pages, using the links nelow.

Thank you for your custom - and we hope to see you soon in a Wetherspoon pub.

Many thanks

John Hutson

Chief Executive



## 9 practical tips

### 3. Content Marketing

Do you create content that is tailored to your potential customers?



# GDPR for marketing

## 9 practical tips

### 3. Content Marketing

Invest in a content marketing strategy.



## 9 practical tips

### 4. Pop ups

Invite visitors to add themselves to your mailing list by launching a pop up on your website.



# GDPR for marketing

## 9 practical tips

### 4. Pop ups

×

#### How to Prepare for GDPR

Between now and May 25th 2018, we will be sharing everything we learn to help you become GDPR compliant. To receive all GDPR and Azzurro related content, enter your email address below.

**Enter your email**

We guarantee 100% privacy. Your information will not be shared.





## 9 practical tips

### 5. Social selling

Sales teams - connect with prospects on social media and share relevant content.



# GDPR for marketing

## 9 practical tips

### 5. Social selling



# GDPR for marketing

## 9 practical tips

### 5. Social selling

**SOCIAL SELLING DELIVERS A 'DOUBLE-WHAMMY'**



The infographic features a dark grey background. At the top, the text 'SOCIAL SELLING DELIVERS A 'DOUBLE-WHAMMY'' is written in green. Below this, there are two circular icons. The left icon is green with a white horse head, representing 'EFFECTIVENESS'. The right icon is red with a white figure running with a sack, representing 'EFFICIENCY'. Between the two icons is a small blue circle with a white ampersand. Below each icon, the word 'EFFECTIVENESS' or 'EFFICIENCY' is written in orange. Under 'EFFECTIVENESS', the text 'DOING THE RIGHT THINGS' and 'OPTIMISED ACTIVITIES ARE MORE LIKELY TO CONVERT TO SALES' is written in white. Under 'EFFICIENCY', the text 'DOING THOSE THINGS RIGHT' and 'TARGETED ACTIVITIES REDUCE THE COSTS OF DELIVERING THOSE SALES' is written in white.

**EFFECTIVENESS**  
DOING THE RIGHT THINGS  
OPTIMISED ACTIVITIES ARE MORE  
LIKELY TO CONVERT TO SALES

**EFFICIENCY**  
DOING THOSE THINGS RIGHT  
TARGETED ACTIVITIES REDUCE THE  
COSTS OF DELIVERING THOSE SALES





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## 9 practical tips

### 6. Centralise your data





# GDPR for marketing

## 9 practical tips

### 6. Centralise your data



# GDPR for marketing

## 9 practical tips

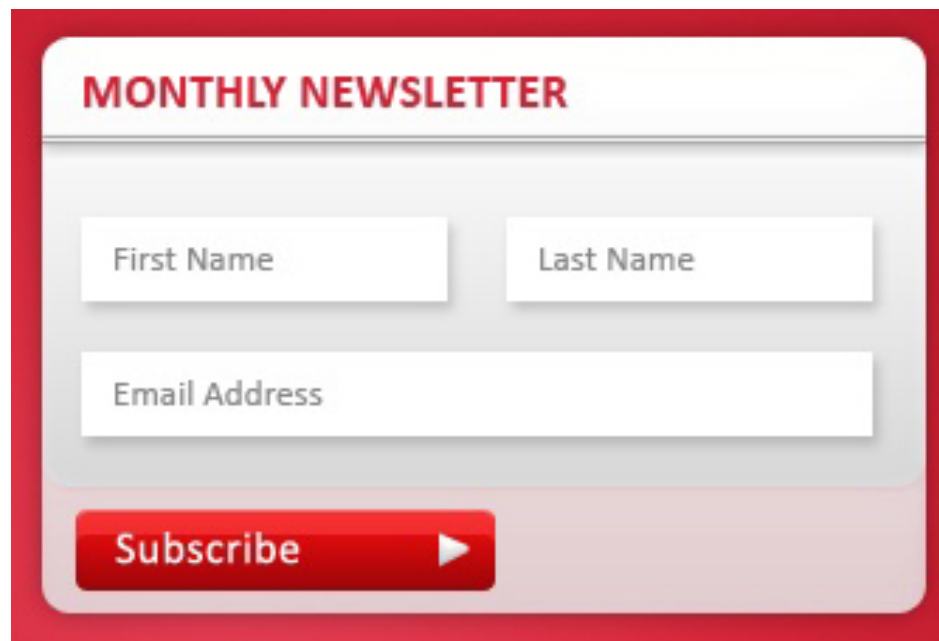
### 7. Understand the data



# GDPR for marketing

## 9 practical tips

### 7. Understand the data



**MONTHLY NEWSLETTER**

First Name

Last Name

Email Address

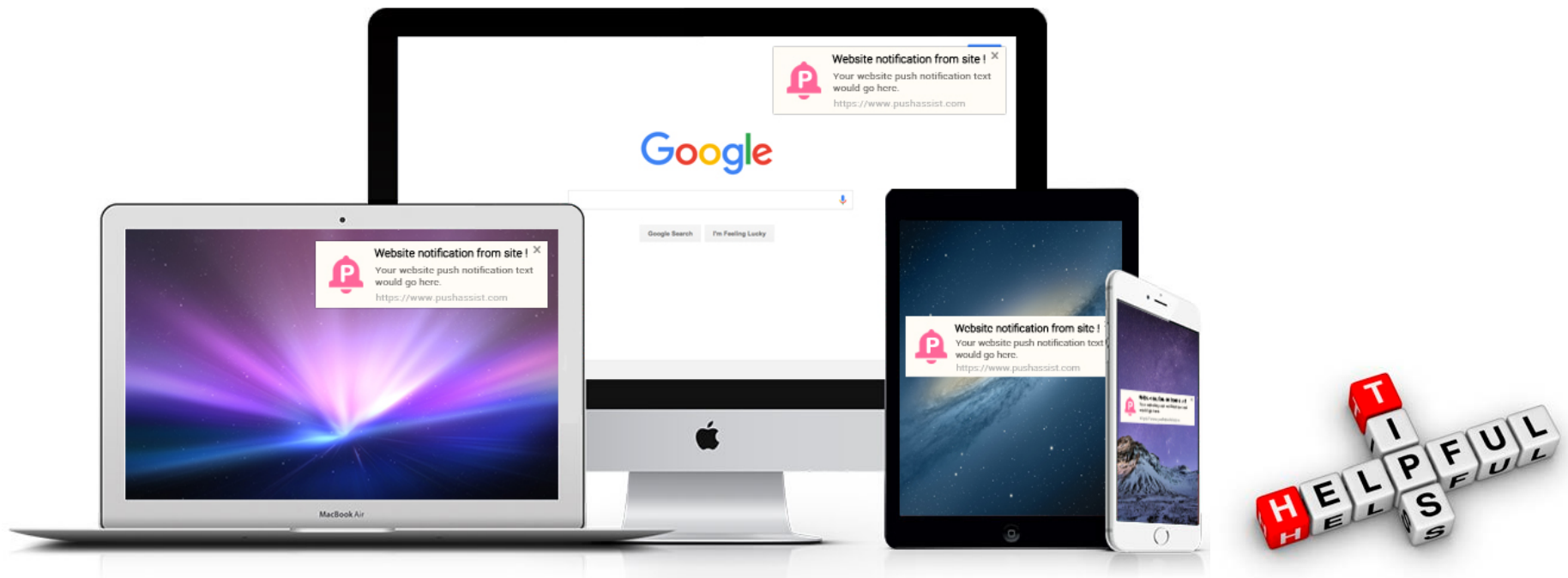
Subscribe ▶



# GDPR for marketing

## 9 practical tips

### 8. Push notifications





# GDPR for marketing

## 9 practical tips

### 8. Push notifications

It's a Strictly, Permission-based Communication Channel.

This is how it works:



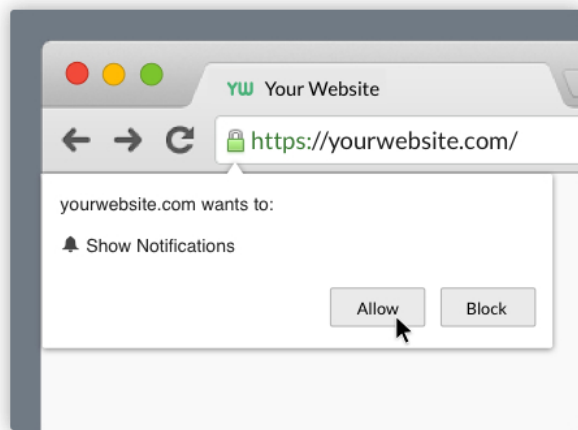


# GDPR for marketing

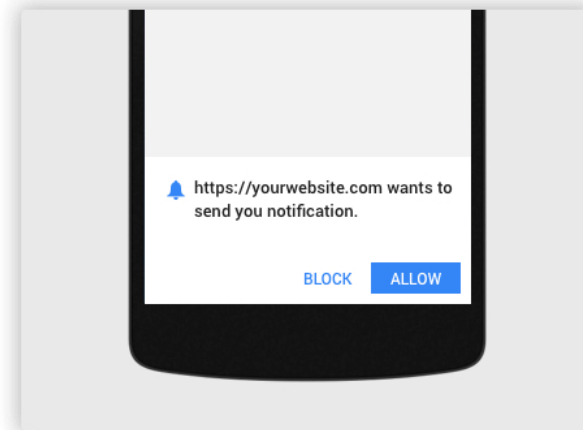
## 9 practical tips

### 8. Push notifications

A. The first step is to get opt-in from visitors.



Desktop Opt-in



Mobile Website Opt-in

## 9 practical tips

### 8. Push notifications

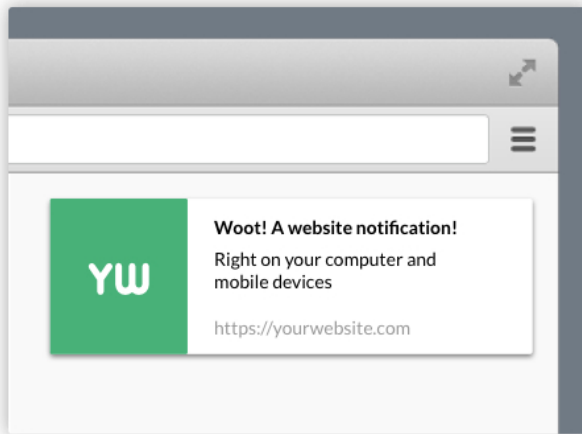
B. As soon as a 'visitor' becomes a 'subscriber', you can send them push notifications from your website.



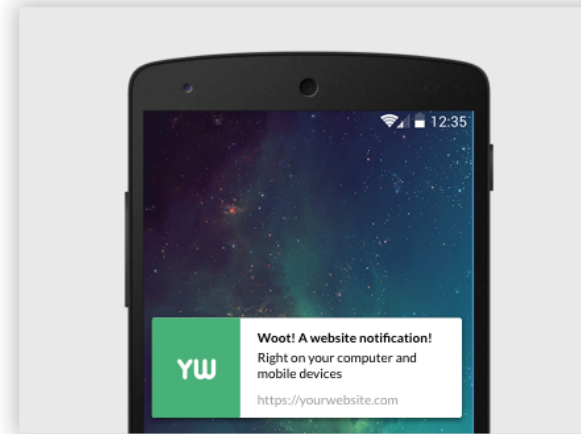
# GDPR for marketing

## 9 practical tips

### 8. Push notifications



Desktop Push Notification



Mobile Website Push Notification

## 9 practical tips

### 9. Update your privacy statement!



## 9 practical tips

### 9. Update your privacy statement!

Review your current privacy statement and amend the statement accordingly to comply with GDPR requirements.





# GDPR for marketing

## If all else fails

General Data Protection Regulation fines: are they insurable?



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## The good news

YES

Most business insurers will be able to offer Cyber Insurance



# GDPR for marketing

## The good news

**Jelf**

Contact: [Steve.Greenwood@jelf.com](mailto:Steve.Greenwood@jelf.com)

[www.jelf.com/for-business/cyber-risks/](http://www.jelf.com/for-business/cyber-risks/)



# GDPR for marketing

## In brief:

- The data subject (individual consumer) must explicitly opt-in to allow personal data to be processed - pre-ticked boxes, or an assumption that consent is given by default, will not be sufficient.
- Organisations will need to be specific about what will happen with the data.
- A data subject has the right to withhold consent for their data to be processed, and the organisation should not stop them from using a service if they choose to do so.



# GDPR for marketing

## In brief:

- The tracking of consent is mandatory. The data controller (organisation that collects the data) must know when consent was given.
- Data subjects have the right to access information collected about them and a "right to explanation", in which they can ask why an algorithmic decision was made about them.
- Organisations must appoint a data protection officer, who has the responsibility of ensuring the organisation compliant with GDPR.

# GDPR for marketing

## In brief:

Determine if and how you will be affected. Analyse your data processes, how data is:

- **Collected** - get the specifics of your opt-in statement right
- **Recorded** - this must be provable
- **Stored** - privacy and safety is paramount
- **Retrieved** - the data subject has the right to request access to data stored about them
- **Disclosed** - you must be transparent about who you share details with and share responsibility with any third parties.
- **Erased** - the data subject has the right to be forgotten.

# GDPR for marketing

## With the new regulations on Data protection just a few months away, I'm asking you to UNSUBSCRIBE...

Seriously, with so many emails dropping into your inbox every day I do not want to be one of those people that you click and dump or even just dump, so although I'd love to keep in contact I would like to ask you to unsubscribe now rather than later.

However, if you enjoy the emails I send (when I get round to it) and you find them useful, funny or interesting please would you take the time to re-subscribe and stay with me?

I have to ask you to re-subscribe by CLICKING the button below, as OPT-IN is essential!

You will have the opportunity to download my Creative Marketing Library E-books and will receive some marketing tips in the following few weeks but after that it will be only one a month - if that - or if I have something interesting to tell you.

Data will not be shared and only used through MAILCHIMP, it will be kept on file for about 5 years and then I will re-contact you to ask you if you wish to continue receiving emails from me.

You can unsubscribe at anytime.

**PAUL, I WANT TO CARRY ON GETTING YOUR EMAILS PLEASE**

If you do not wish to continue and don't unsubscribe you will be automatically be removed in May 2018.

*I would love to keep in touch...*

Call for a chat, join me for a coffee, or send an email.

I am always happy to talk about your design and marketing requirements and offer ideas to help you achieve your vision for your business.

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## FREE MARKETING STRATEGY SESSION

These days marketing your business is more confusing than ever before. Contact us and we will arrange for you to meet one of our marketing experts who will show you, without cost or obligation, how to get more customers by setting a realistic marketing plan and strategy.

**Hurry, its a limited offer!**

Register today for your free, no obligation, Marketing Strategy session.

**Yes please, help me market to success**

strategy and planning | digital marketing | research | advertising | copywriting | design | email | exhibitions | mobile | public relations

[Privacy Statement](#)

[How we use your data](#)



### Visit

Design House, 19 Retreat Road  
Hockley, Essex, SS5 4BU



### Call

T: 0845 0099192



### Contact

[info@azzurromarketing.co.uk](mailto:info@azzurromarketing.co.uk)



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SME Marketing Advice - Azzurro - Hockley - Essex Tel: 0845 00 99 192





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**Azzurro** | creative marketing  
that gets results

## Azzurro Marketing Privacy Statement

This Privacy Statement was published March 20th, 2018. It supersedes any previous version.

At Azzurro we are committed to protect and respect your privacy in compliance with EU- General Data Protection Regulation (GDPR) 2016/679, dated April 27th 2016. This privacy statement explains when and why we collect personal information, how we use it, the conditions under which we may disclose it to others and how we keep it secure. This Privacy Statement applies to the use of our products and to our sales, marketing and customer contract fulfilment activities. It also applies to individuals seeking a job at Azzurro Marketing.

### Who are we?

Azzurro Marketing is a results-focused creative marketing specialist helping business owners address their marketing issues, improve results and kick start growth. We help businesses to reach their potential by ensuring the business has sound marketing with measurable results, so we can see clearly where and how to make improvements.

We are based in Hockley Essex at 19 Retreat Road, Hockley, SS5 4BU.

Azzurro Marketing is the data controller and our Data Protection Officer can be contacted by email email: [privacy@azzurromarketing.co.uk](mailto:privacy@azzurromarketing.co.uk).

### When do we collect personal data about you?

- When you are using our products.
- When you interact with us in person, through correspondence, by phone, by social media, or through our websites.
- When we collect personal information from other legitimate sources, such as third-party data aggregators, Azzurro marketing partners, public sources or social networks. We only use this data if you have given your consent to them to share your personal data with others.
- We may collect personal data if it is considered to be of legitimate interest, and if this interest is not overridden by your privacy interests. Before data is collected we make sure an assessment is made, ensuring that there is an established mutual interest between you and Azzurro Marketing.

### Why do we collect and use personal data?

We collect and use personal data mainly to perform direct sales, direct marketing and customer service. We also collect data about suppliers, partners and persons seeking a job or working in our company.

We may use your information for the following purposes:

- Send you marketing communications which you have requested. These may include information about our products and services, events, activities, and promotions of our associated partners' products and services. This communication is subscription based and requires your consent.
- Send you information about the products and services that you have purchased from us.
- Perform direct sales activities in cases where legitimate and mutual interest is established.
- Provide you content and venue details on a webinar or event you signed up for.
- Reply to a 'Contact me' or other web forms you have completed on one of our Azzurro websites (e.g. to download a whitepaper).
- Follow up on incoming requests (customer support, emails, chats, or phone calls).
- Provide you with access and services related to a Free Trial of any Azzurro product.
- Perform contractual obligations such as order confirmation, license details, invoice, reminders, and similar. The contract may be with Azzurro Marketing directly or with an Azzurro partner.
- Notify you about any disruptions to our services (system messages).

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## How we use your data:

The form above collects personal information so we may email you the requested information and pressing the "Title to go here" or "alternative title if needed" buttons acts as informed consent for this processing purpose. Consequently we may be in touch to:

- Update you when we host our ground-breaking design and marketing events in your region (these unique events cover design and marketing for success)
- Keep you posted on free resources and documents around our marketing events and its outputs. (For example, we tend to create insightful guides and white papers to help you market more effectively).
- Ping you about upcoming FREE educational webinars and events on marketing.
- Furthermore, using the information from this page we may call and or email you and offer our consultancy, trusted advisory services and other training.

In its purest interpretation, this act of us communicating with you is direct marketing and is processed on the basis of our legitimate interest and your engaging in our services. All marketing communication will include an unsubscribe button or other method of ending communication.

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## And finally:

\*It may be a relief to know, the first sanction is a written warning, in the case of non-intentional non-compliance.

\*Source Campaign Sept 20, 2017

# GDPR for marketing

## Some useful links



Use this free GDPR audit template to identify what information you have, where it is stored, and what processes you have for data protection already.

[rochford-gdpr-for-marketing](https://www.rochford-gdpr-for-marketing.com)



The UK's independent authority set up to uphold information rights in the public interest, promoting openness by public bodies and data privacy for individuals.

[ico.org.uk](https://ico.org.uk)



# GDPR for marketing

## To beat GDPR

GO THE EXTRA MILE.  
IT'S NEVER  
(ROWDED

## Networking with:



Informal, 'no nonsense' business networking, with NO fees or commitments.

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# GDPR for marketing

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A decorative header image featuring a close-up of white puzzle pieces. One piece in the upper left is missing, revealing a blue star shape underneath.

# GDPR for marketing

## Thank You

**Paul Wilkins** – Azzurro Marketing

paulw@azzurromarketing.co.uk

[www.azzurromarketing.co.uk](http://www.azzurromarketing.co.uk)