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AND YOU 2016 CH 2
8 Similarly, the
movement towards
confidence in the
GDPR is mirrored in
how individuals feel
their business is
prepared for the
GDPR, but this
confidence is diluted

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when considering the whole company. A quarter of respondents (26%) feel their business is unprepared, a decrease of 4% since the summer survey.

DMA Insight: GDPR
and you
Of course, compliance
with GDPR is a
company-wide

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responsibility, from executives to the boardroom – but those at the top need to provide strong leadership and ensure everyone in their organisation is up to speed and knows their legal responsibilities. The DMA code has always promoted a customer first attitude for our

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members,

2018 - dma.org.uk
With the GDPR
coming into force in a
little more than a
year, preparation for
this new European
regulation will be
essential for your
business to perform
well into the 21st
century. The DMA has
tracked marketers'

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preparation for the
GDPR for close to a
year, with knowledge
and preparation
moving the right way
between July 2016
and February 2017.

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GDPR AND YOU
2017 CHAPTER
THREE 2

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The last year has been one of dramatic change. The calling of a snap election, the decision to Brexit and now just twelve months to go until the GDPR comes in force means things look

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unlikely to calm for
the foreseeable
future.

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The GDPR gives data
protection authorities
more robust powers
to tackle non-
compliance, including
significant

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administrative fining capabilities of up to €20,000,000 (or 4% of total annual global turnover, whichever is greater) for the most serious infringements. The GDPR also makes it considerably easier for individuals to bring

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Data Protection
Commissioner
Changes to the
governance of data
will have far-reaching
consequences for
your business. The
new General Data
Protection
Regulations (GDPR)
will determine how
your business does
business, and
particularly how it

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manages, protects
and administers data
in the future. The new
regulations came into
place in 2018 - find
help here.

Responsible
Marketing | Are you a
DMA member?
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GDPR and you,
chapter Page 5/28.
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You Dma four. 15
May 2019. Share.
Clip. With less than
seven months until
the GDPR is
implemented, we
conducted our fourth
in a series of surveys
on marketers'
attitudes towards the
GDPR. Here's what
they had to say. Hear
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Glossary: phrases
used in the GDPR

This is intended for
anyone who isn ' t
familiar with the data
protection lingua
franca. If you think
any other terms or
words should be

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added to this list, get in touch with our external affairs manager, Zach Thornton, via email: •

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Research A/S. Your privacy is important to us. We take great care in protecting

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your privacy and the information you provide whilst conducting research with us (whether through online, telephone/mobile or face to face research approaches).

GDPR –
DMA/Research A/S
GDPR will bring about
a new level of

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transparency into data collection, storage and usage. If your company is traditionally secretive about its data, you ' ll need to make a very dramatic turnaround in line with the seven points above — as well as all the other minutiae. For most companies, GDPR will create the need for

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greater compliance
spending.

GDPR Explained In 5
Minutes: Everything
You Need to Know
DMA Chooses
OneTrust for its
Internal GDPR and
ePrivacy Compliance
Program Today,
OneTrust announced
that the UK ' s DMA
selected OneTrust for

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its internal marketing compliance and privacy program management. The UK ' s leading association for data driven marketers will use OneTrust to automate its privacy and marketing activities for compliance with the General Data Protection Regulation

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impending ePrivacy
Regulation.

DMA Chooses
OneTrust for GDPR
and ePrivacy Program

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GDPR presents a challenge but also an opportunity. GDPR will enable marketers to reset their priorities, strengthen relationships and build trust. The new legislation is a positive double-edged sword; it puts consumers in the

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driving seat and
allows marketers to
deliver better
customer experience
and build loyalty

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