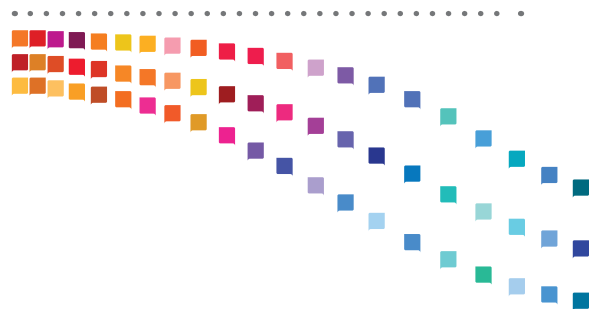




Fast facts Cookies awareness 2012





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Executive summary

What?

This study aimed to understand how aware UK businesses were about the cookie law and how compliant were business with the cookies law before the date on which the law became effective.

When?

The survey was launched in April 2012; the cookie law became effective on 26 May 2012. The preliminary results of the survey were launched at a DMA event held on 2 May 2012.

How?

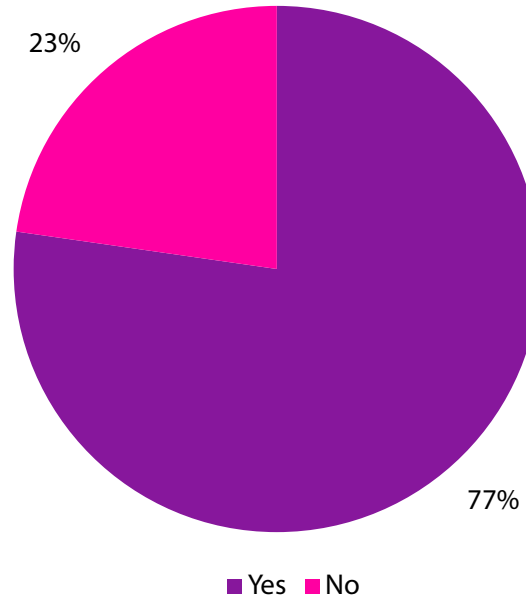
The survey was built using TolunaQuick's survey platform and UK businesses were invited to participate via email. 154 responses were received for the survey.

Who?

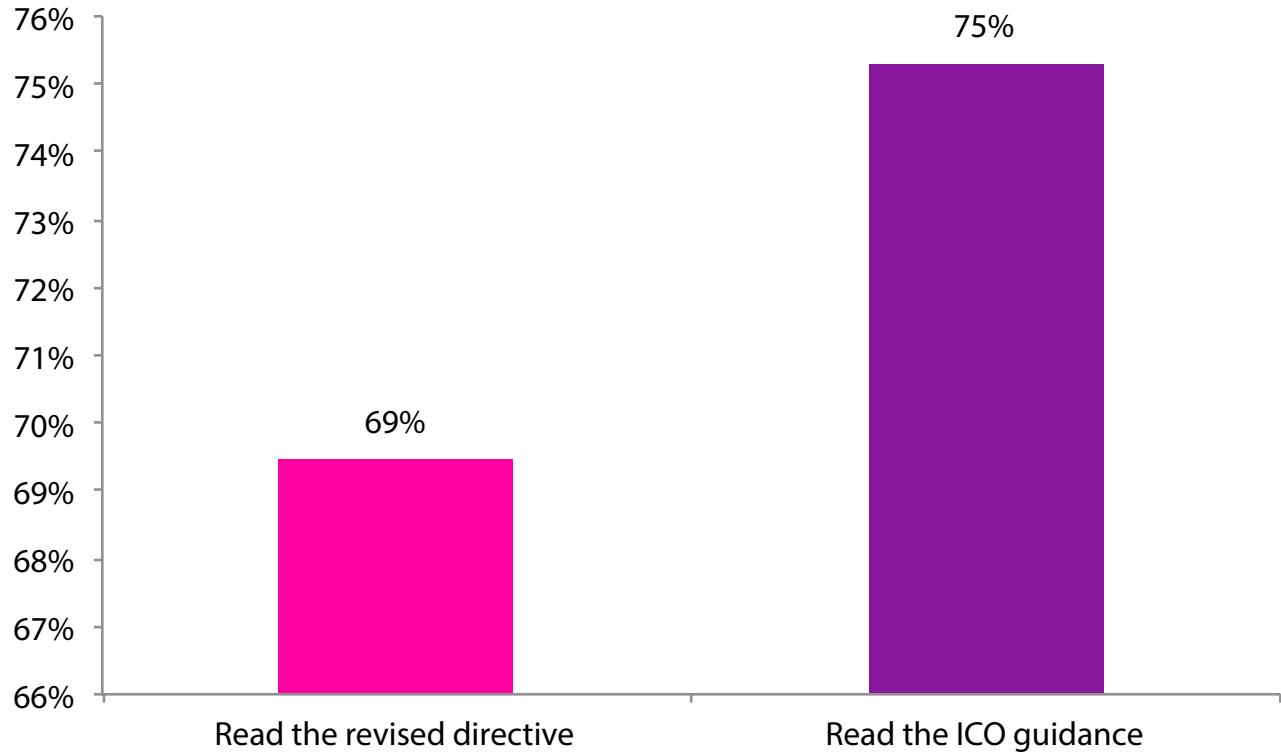
The survey was jointly commissioned by the Cookie's Working Party, DMA UK and DataGuidance.

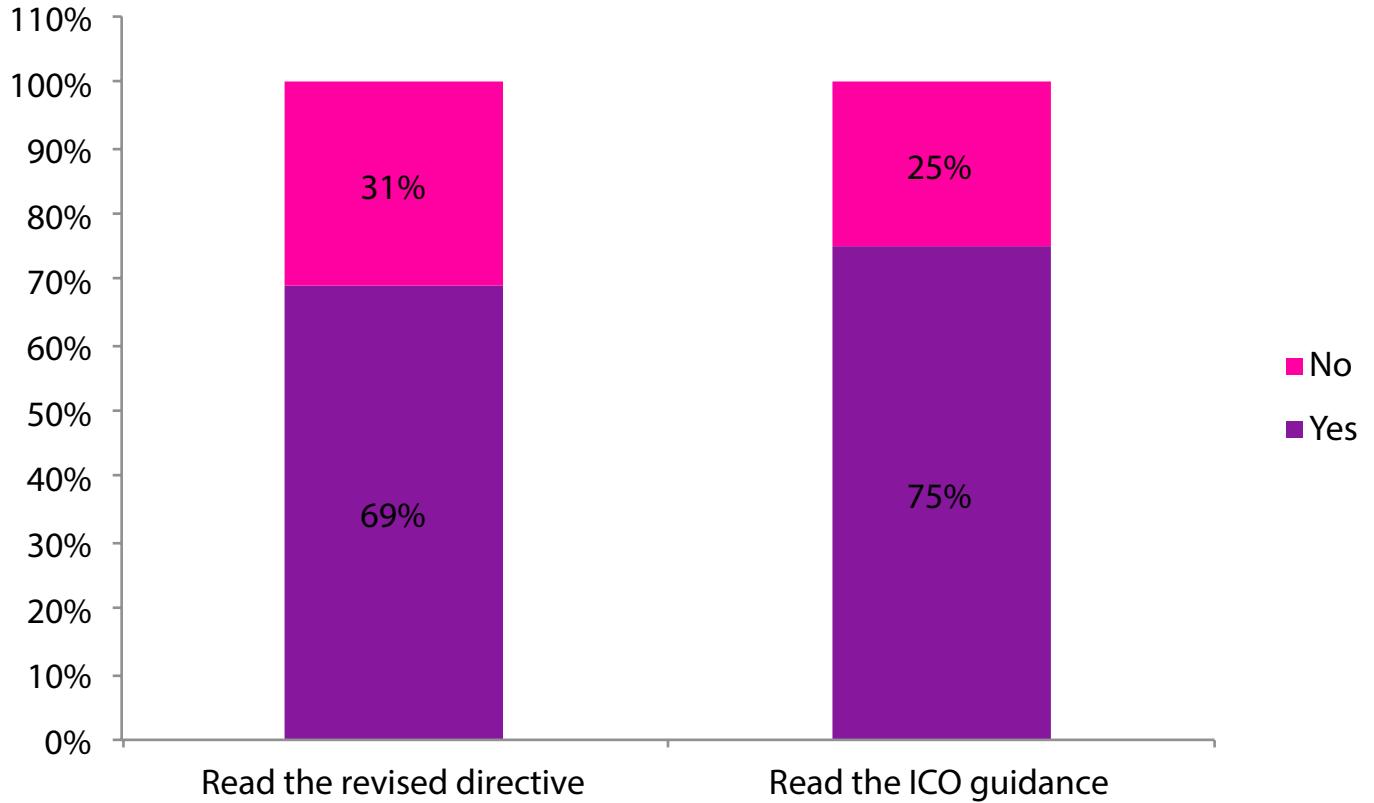
Findings

Has your organisation started to prepare for compliance with the revised cookies law?

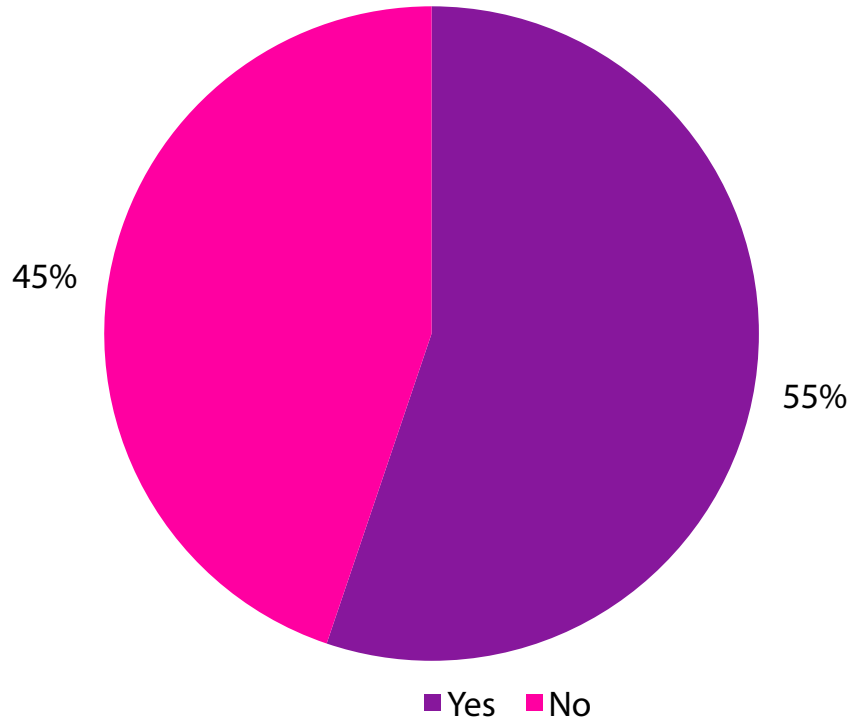


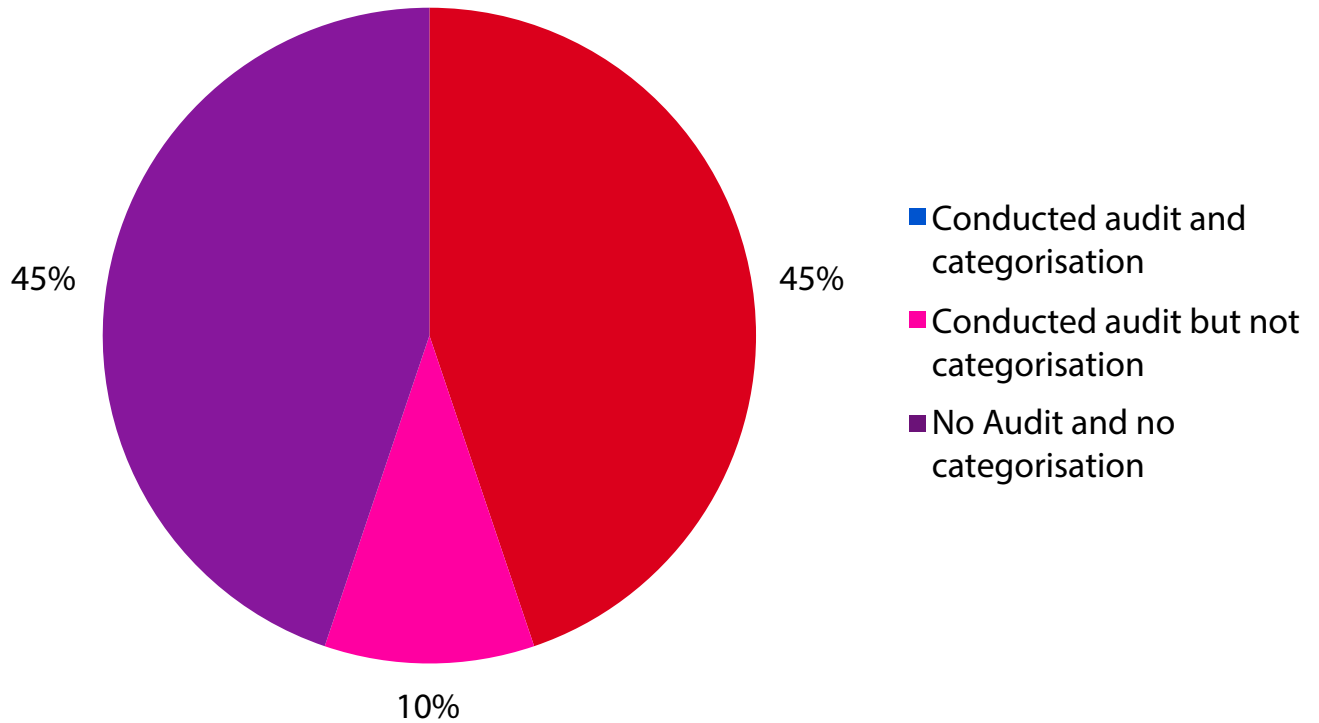
What have you done to prepare yourself to comply with the cookies law?



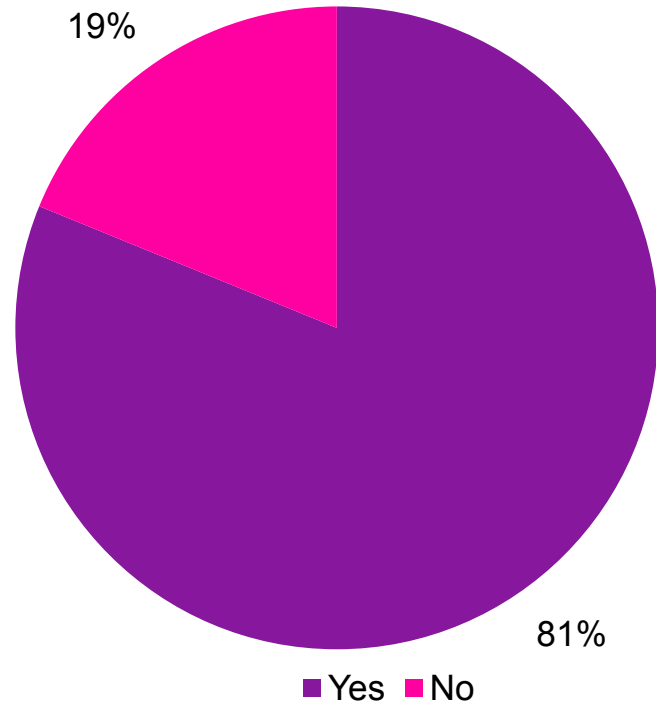


Have you conducted a cookies audit?

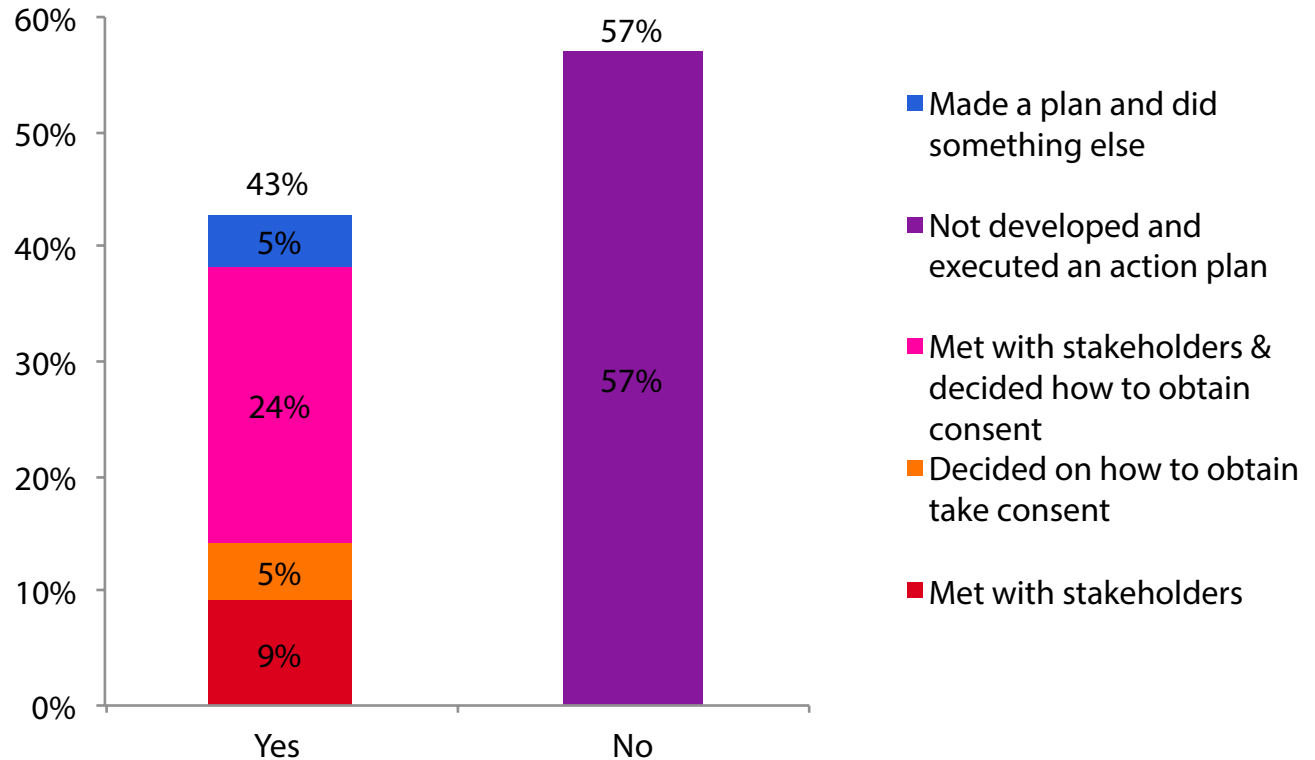




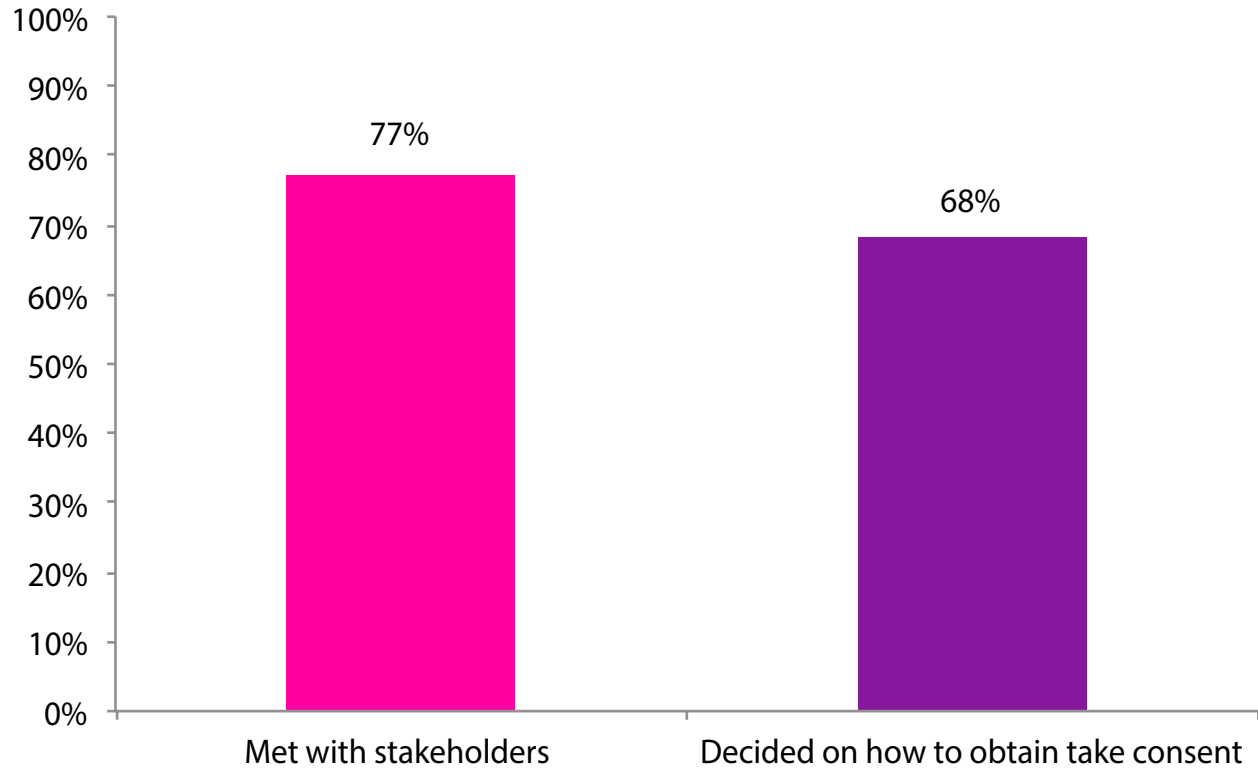
Have you categorised the cookies on your website into different types?



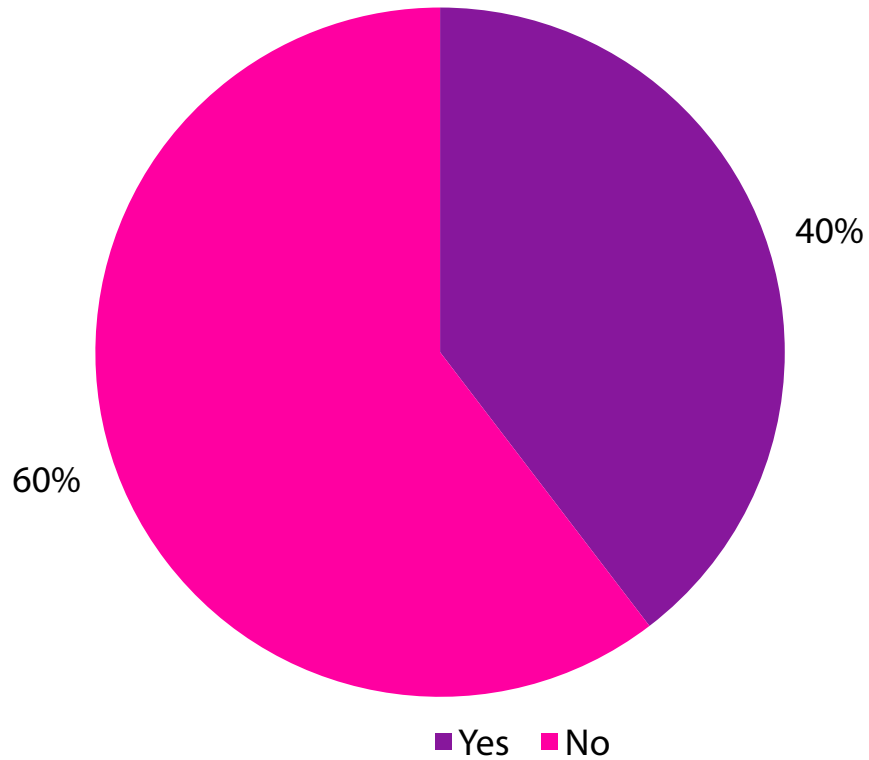
Have you developed and executed an action plan?



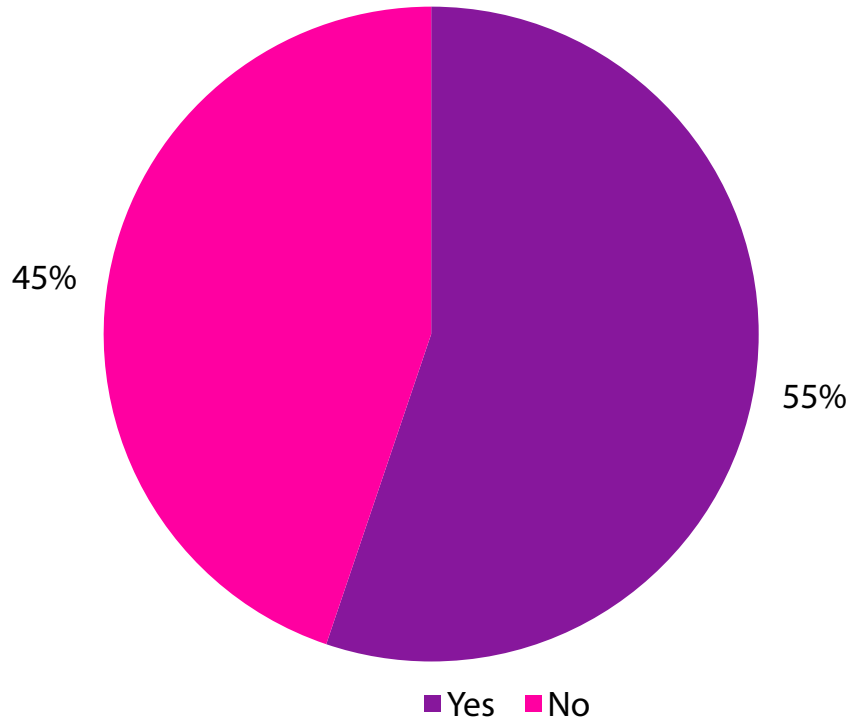
If yes what have you done?



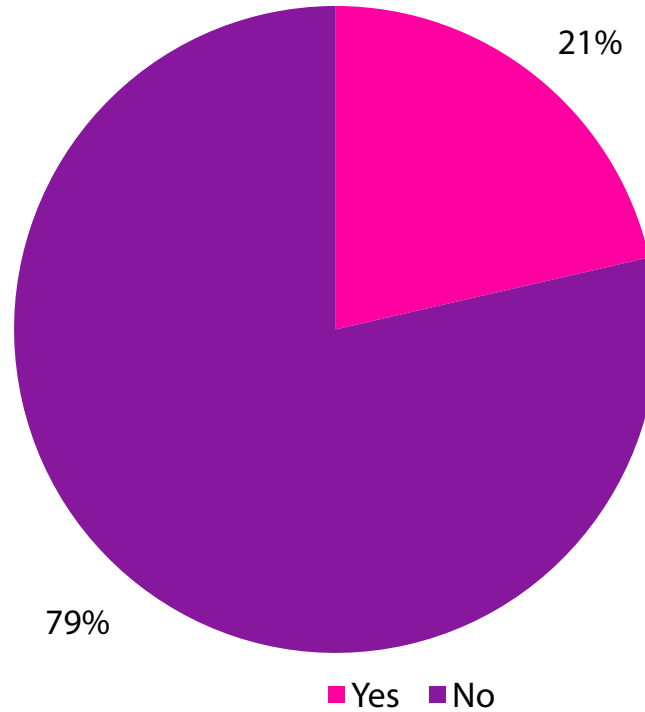
Have you updated terms & conditions?



Have you drafted/updated a cookie policy?



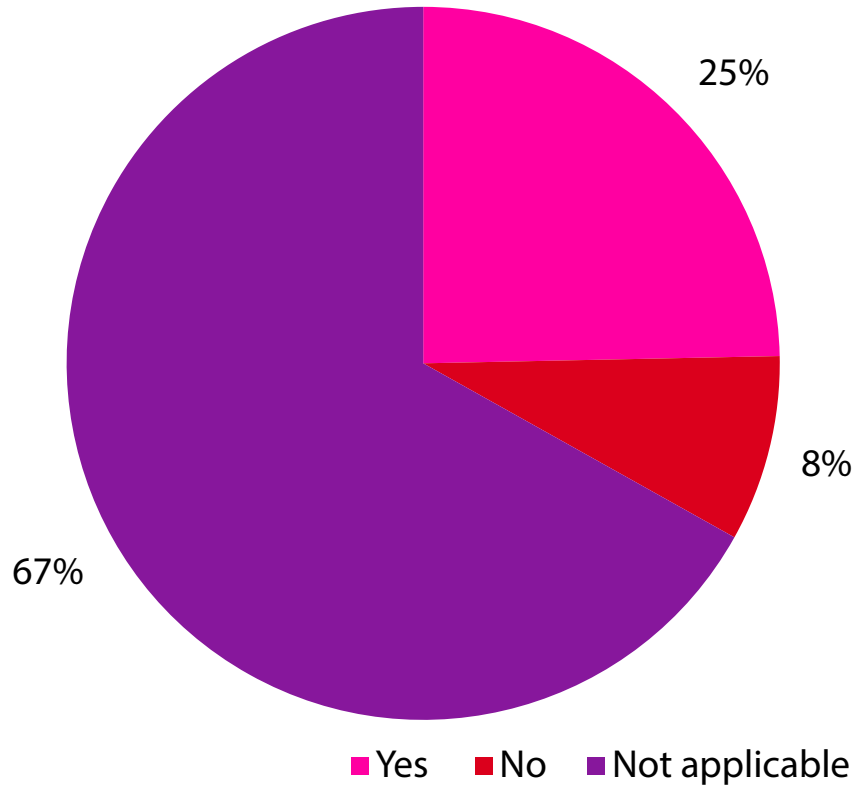
Have you communicated the changes you are planning to make to users?



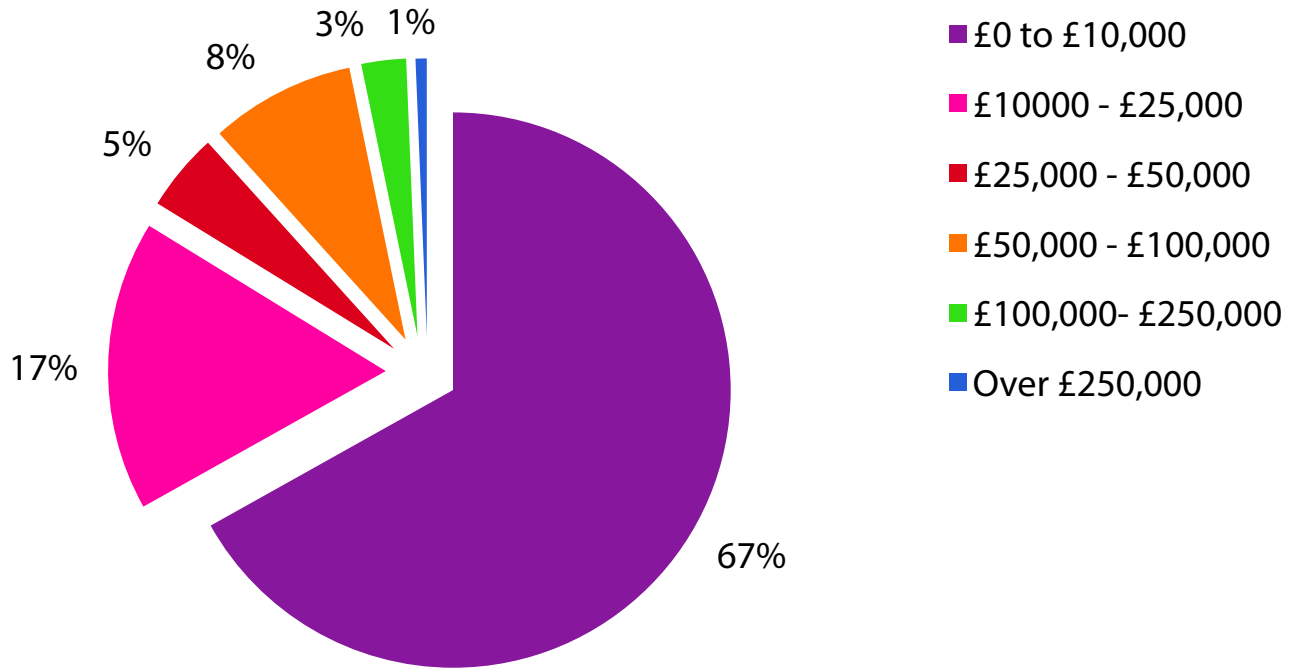
Are you confident you know how to gain consent from users?



If you operate in other European jurisdictions, is the UK taking the lead in your compliance efforts across the EU?



What is the estimated annual cost that you will incur to comply with the cookies legislation?



About the DMA

The Direct Marketing Association (DMA) is Europe's largest professional body representing the direct marketing industry. With a large in-house team of specialists offering everything from free legal advice and government lobbying on direct marketing issues to research papers and best practice, it is always at the forefront of developments in the industry.

The DMA protects the direct marketing industry and consumers. It promotes the highest standards through self-regulation and lobbies against over-regulation. The DM Code of Practice sits at the heart of everything we do – and all members are required to adhere to it. It sets out the industry's standards of ethical conduct and best practice.

Our 16 DMA Councils cover the whole marketing spectrum – from the digital world of social media and mobile marketing to the 'real' world channels of door drops and inserts. The Councils are made up of DMA members and regularly produce best practice and how to guides for our members.

We also have a packed calendar of conferences, workshops and discussions on the latest topics and best practice, and 80% of them are free for members and their staff.

As the industry moves on so do we, which is why we've recently launched a number of new services for our members – a VAT helpline, a Social Media Helpdesk and an IP Protection Service.

Visit www.dma.org.uk regularly to keep up to date with all our services.





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