

Data protection 2013

The view from brands, agencies and suppliers

This year, the draft EU Data Protection Regulation is due to go before the European Parliament. The latest changes to the Regulation announced by the EU (8 January 2013) make it even worse for businesses than first feared. This means data protection is an urgent priority for companies that depend on one-to-one communications with prospects and customers to generate sales.

But how high on the business agenda is addressing the threat of EU data protection reforms? Research conducted by the Direct Marketing Association reveals that agency and brand awareness of the possible effects of the regulation remains relatively low, many companies are taking notice and are making it an issue for their senior management because they fear the legislation will be unfairly weighted against businesses.

Facing uncertainty: what will the impact be on my business?

While the Regulation's clauses regarding the definition of personal data, limitations on customer profiling, consent to direct marketing and the so-called 'right to be forgotten', put one-to-one communications between brands and people at risk, not everyone is aware of this.

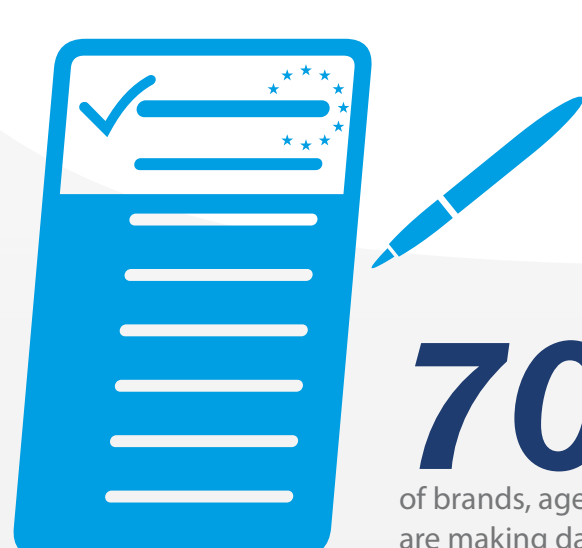
50%

of brand, agency and suppliers say they're 'not aware' of the possible impacts of the Regulation on what they do



Data protection: on the business agenda for 2013

The threat of a 'triple dip' recession, shrinking marketing budgets, staying ahead of the competition... Brand, agencies and suppliers have their work cut out for them in 2013; even still, most rate dealing with the data protection threat as a priority for this year.



70%

of brands, agencies and suppliers are making data protection a business priority in 2013

An issue for senior management? Where brands disagree with agencies and suppliers

So, addressing data protection is a priority for 2013 for the majority of agencies and brands, but is it an issue for senior/board executives to manage, or should responsibility rest on a lower tier of management? Senior management in agencies are more likely to take charge than their counterparts in brands.



76%

of agencies and suppliers have made data protection an issue for senior/board executive



60%

of brands have made data protection an issue for senior/board executive

agencies
and
suppliers

Brands

Fears EU reforms will be anti-business

Balancing the need to protect the data privacy rights of people without damaging the interests of business to communicate one-to-one with customers should be the aim of the new legislation. But pessimism prevails; agencies and brands are convinced the EU will take an anti-business stance.



99%

of brands, agencies and suppliers believe the Regulation will be unfairly weighted against business

Conclusion

168 days



Brands, agencies and suppliers are getting the message that it's time to make the EU's data protection reforms a priority for 2013, because they expect the EU is bound to pass legislation that will severely disadvantage businesses that use one-to-one customer communications.

The interesting thing is that many don't yet know how it will affect their businesses. To close this knowledge gap and galvanise the industry to back the DMA's fight for a balanced Regulation, the DMA will continue to educate and inform agency and brand marketers.

The DMA's Data Protection 2013 conference on Friday 8 February will give marketers the lowdown on the business challenges they face and how to tackle them.

Methodology

The DMA polled 250 UK marketers; 62% working for a direct marketing agency or supplier, 38% working for a client / brand.

About the DMA

The Direct Marketing Association (DMA) is Europe's largest professional body representing the direct marketing industry. We have 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.

As well as being at the forefront of developments in digital and direct marketing, we continue to lead the way in traditional direct channels. That's why the DMA is such a great platform for sharing expertise and DMA membership is synonymous with better business.

<http://www.dma.org.uk/content/welcome-direct-marketing-association>

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