

DMA insight: GDPR – an opportunity for change

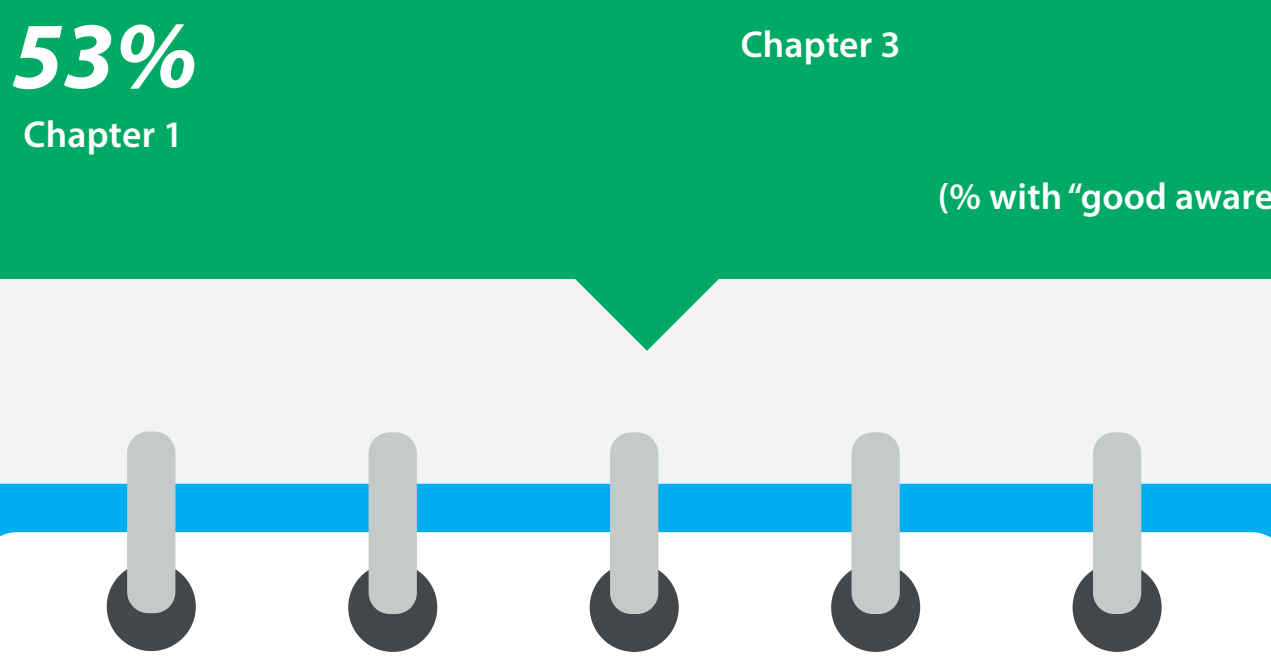
With only months to go until the deadline for compliance with the GDPR, we asked marketers for their thoughts on the legislation – how is the industry evolving?

From awareness, to preparedness, to opinions of the impact of the GDPR, read below to find out about the challenges and opportunities the GDPR presents to our industry.

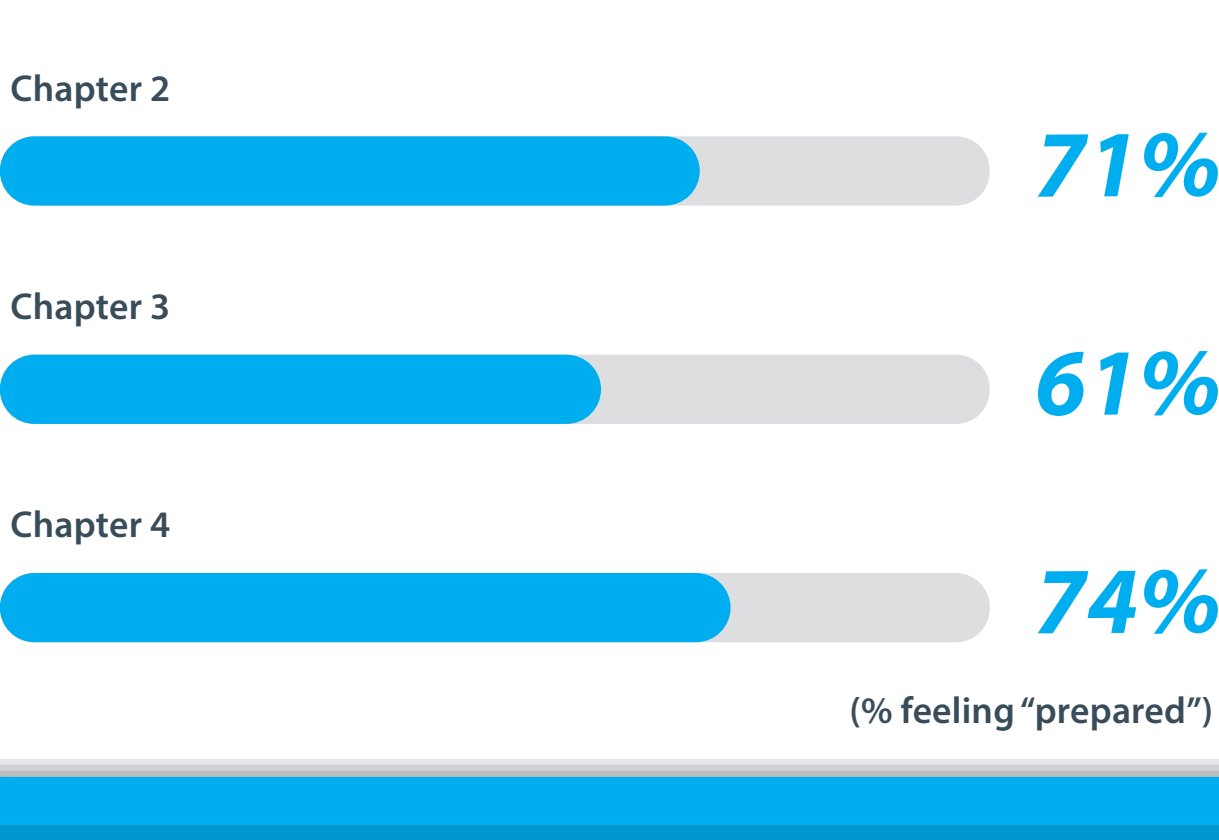
Awareness and preparedness



Awareness is at its highest level ever



and an increasing number of individuals feel prepared



but some marketers feel their organisations are still unprepared



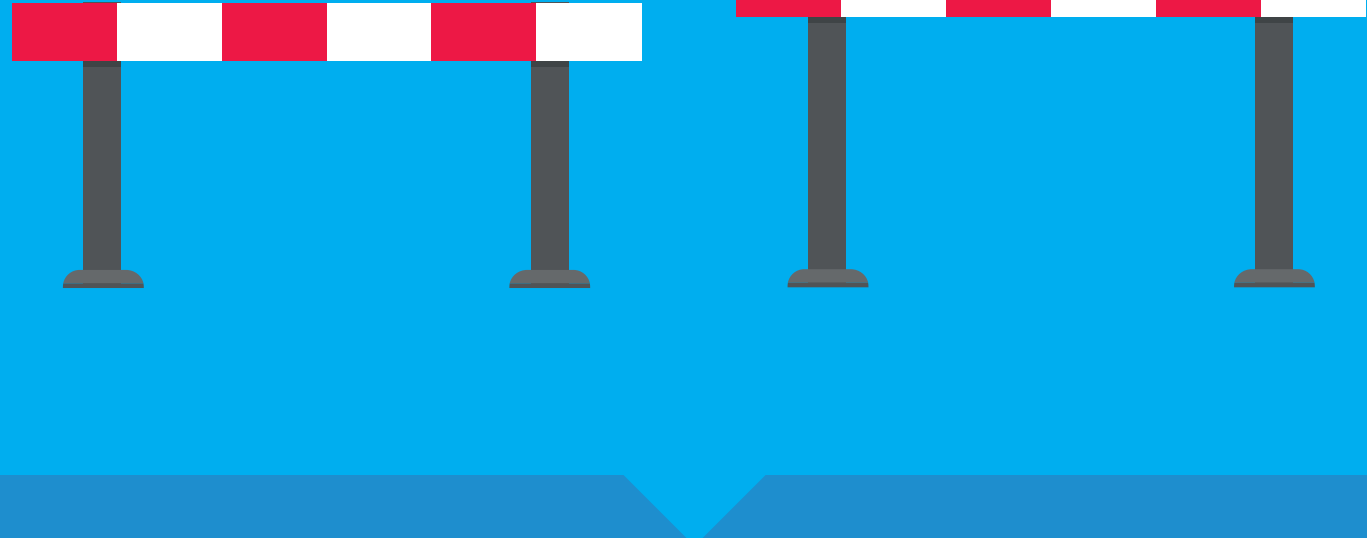
On track for compliance

To be compliant by May 2018

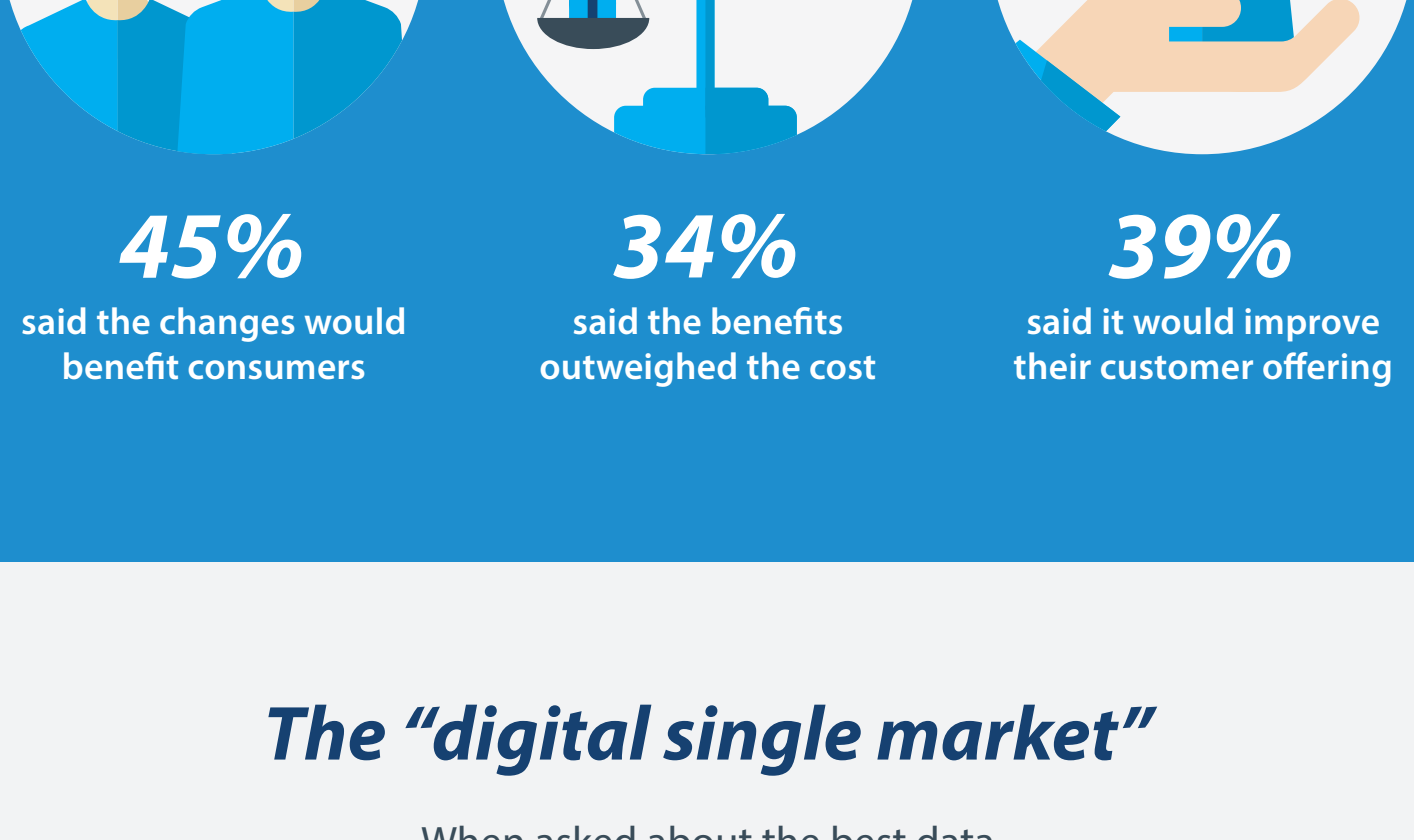


Challenge and opportunity

Clearly, the GDPR is presenting hurdles for organisations

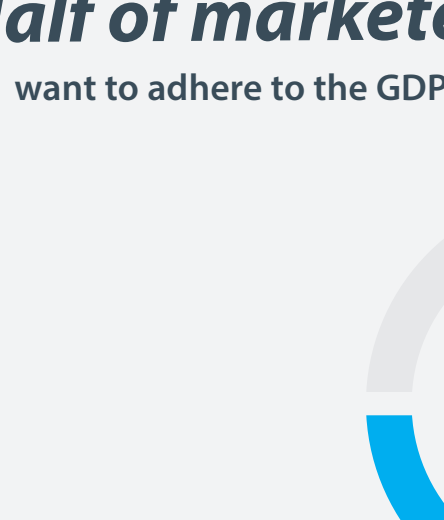


But it also comes with positives for consumers



The "digital single market"

When asked about the best data policy for the UK



Half of marketers want to adhere to the GDPR



while **two-fifths** think the GDPR is too strict



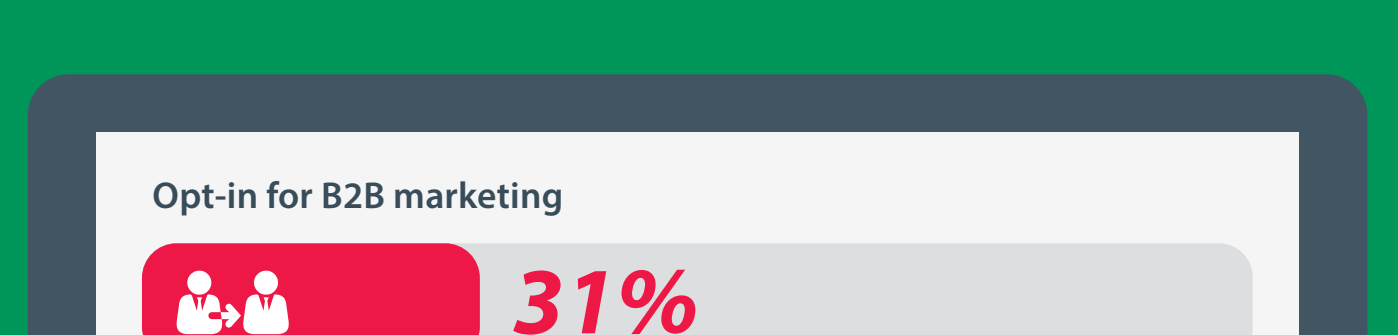
But **three-quarters** want to maintain data flow with Europe

This means adopting the GDPR - in full

The ePrivacy Regulation



3 in 10 marketers had no awareness of ePrivacy

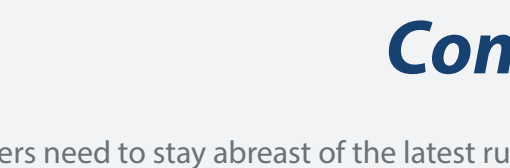


The biggest concerns around ePrivacy were

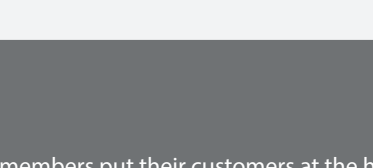
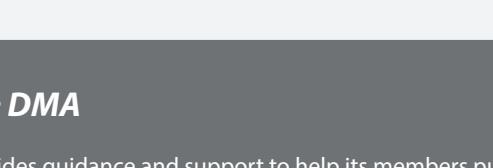
Opt-in for B2B marketing



Consent for cookies



Opt-in for telemarketing



Conclusion

Marketers need to stay abreast of the latest rules and regulations - to be sure they're in step with the legislative landscape and putting consumers first.

The GDPR is a reality to which marketers must adapt. Most agree that implementing the GDPR is best for the UK overall - both businesses and consumers. For those that don't, many concede access to the "digital single marketing" is necessary.

While implementing GDPR is a challenge, it is also an opportunity: to re-assess your offering to your consumers, putting them at the heart of everything that you do. Leading the way in responsible marketing can bring a boon to business.

About the DMA

The DMA provides guidance and support to help its members put their customers at the heart of their one-to-one communications to give them the rich benefits of a much more relevant, welcomed and effective relationship with each individual customer.

The DMA aspires to facilitate its members' marketing evolution with the opportunities, advice, support, networks and tools to be able to reach the sensitivity and sophistication of marketing to build their future prosperity - along with the success of the industry as a whole.

<https://dma.org.uk/research/customer-engagement-how-to-win-trust-and-loyalty>

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