

## DMA insight: A GDPR year in review 2017

As the new regulation edges ever closer, we round up this year's key guidance pieces to take you into 2018. Simply click the titles below to rediscover our supporting series of infographics, and be as prepared as you can be as we head into the new year.

### B2B marketing and the GDPR

Hear from your peers with a closer look at how B2B marketers are setting themselves up for May 2018, and learn how underestimation could be detrimental to a company's future.



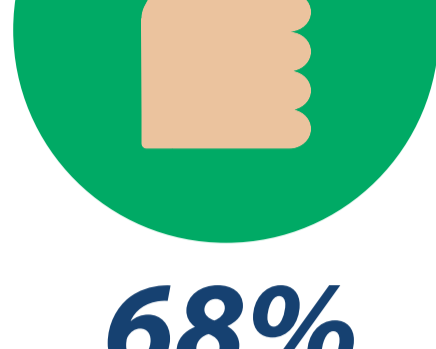
**26%**

feel their business is unprepared for the GDPR  
*a decrease of 4%*



**56%**

feel their business is prepared for the GDPR  
*an increase of 11%*



**68%**

said their business would be GDPR compliant by May 2018

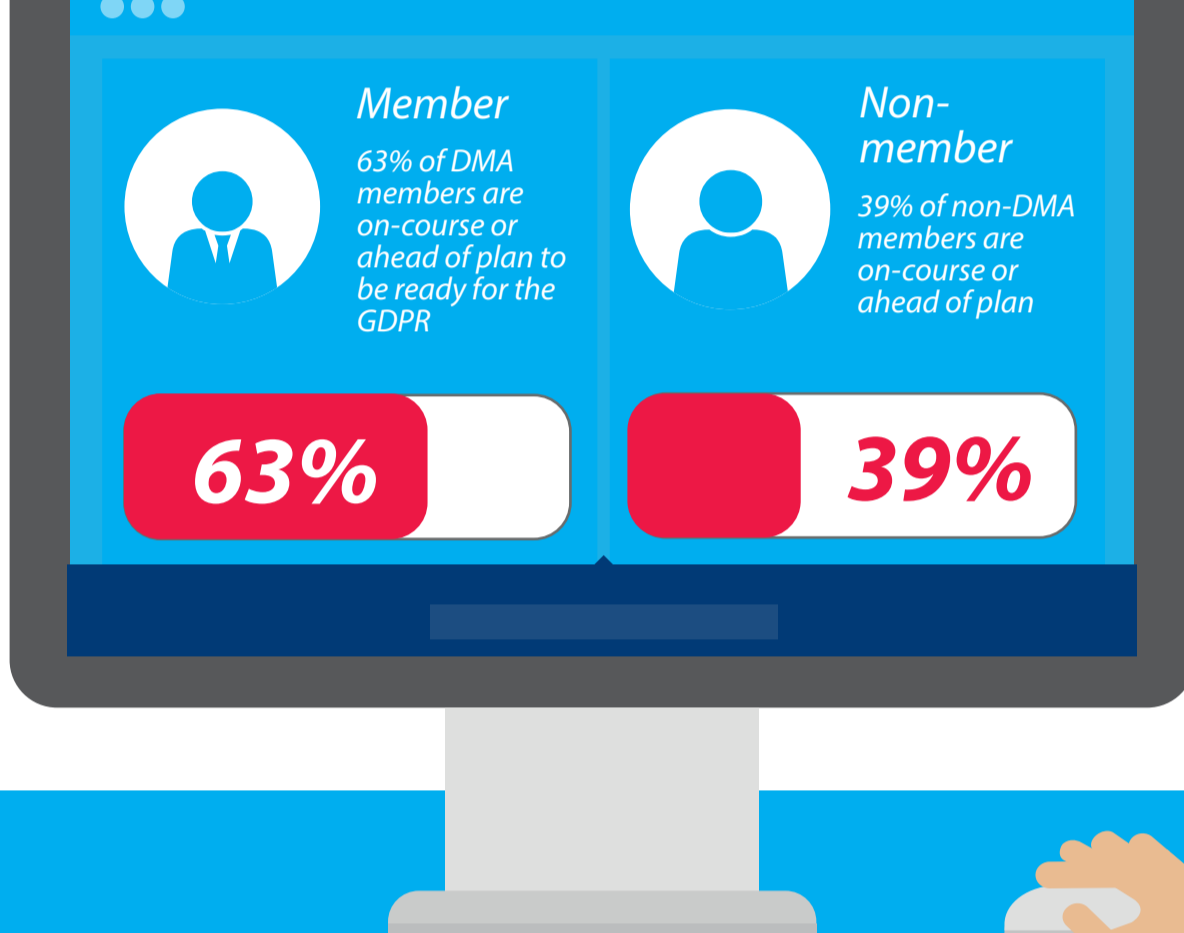
### GDPR checklist

With big changes on the way, it's important to make sure everything is in order. Use our checklist to check your business meets the new standards being set.



### How marketers prepare for the GDPR

Brexit has changed the way we do business in the UK and Europe and whilst marketers are pragmatic about the GDPR, our research suggests awareness and preparedness for the new law still needs to increase.



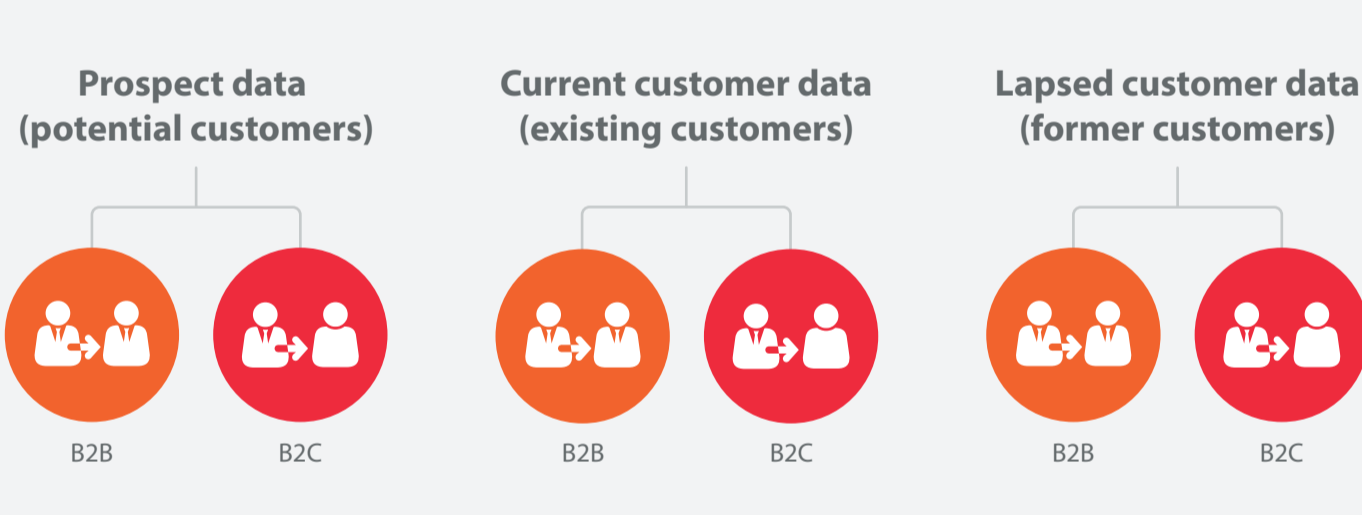
### GDPR and three questions to audit your data

It's easy to become daunted by data, but with a little organisation it's simple to get your data audit underway – the first step on the road to getting GDPR-ready.

1

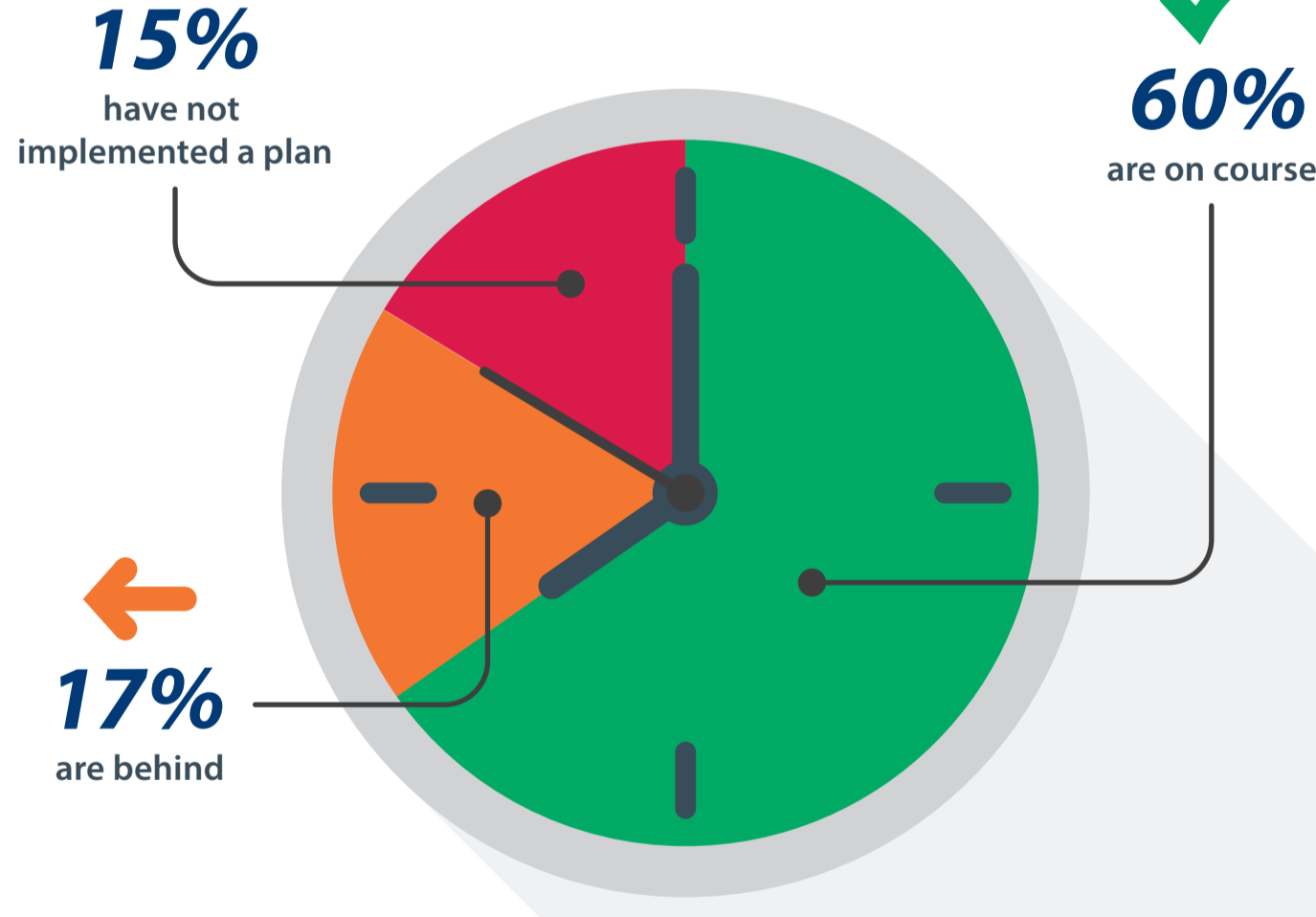
#### What?

What personal data does your business hold? This could be:



### GDPR - an opportunity for change

With great change comes great opportunity. Discover the changing attitudes of our industry and how organisations plan to use the GDPR to put the customer first.



### Six legal bases of processing data

From legal obligation to consent, uncover the six key factors all marketers must consider and the legal bases of processing data.



### Conclusion

With 25 May 2018 hot on the heels of all of us, there has never been a more imperative time to ensure your business is clued up on the GDPR. Our infographic series has been created to help you manage, administer and protect the personal data your company holds. Use them to assess and reevaluate how your business does 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.

Published by The Direct Marketing Association (UK) Ltd Copyright © Direct Marketing Association. All rights reserved.

[www.dma.org.uk](http://www.dma.org.uk)