

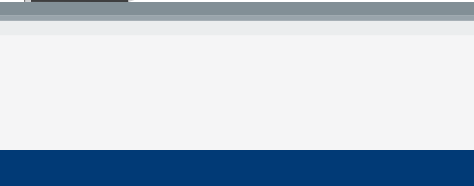
DMA insight: GDPR – a new beginning

The GDPR is here.

We surveyed the state of the industry as the new legislation landed with the fifth iteration of our investigative series into preparedness for the GDPR.

Awareness, impact, training and understanding financial implications – grab a view of these key measures below as we take a snapshot of how the industry is adapting.

Did you receive any specific training for GDPR?



1 in 4 (27%)

received no specific training



Did you have the know-how?

72%

said yes, but they had undergone training



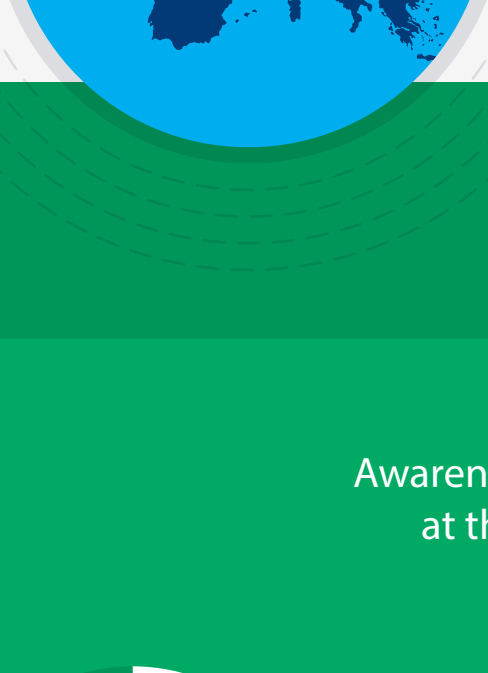
although...

46%

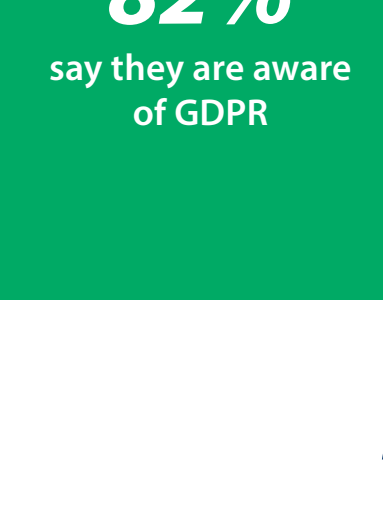
...said they required more training to feel confident



Were you ready?

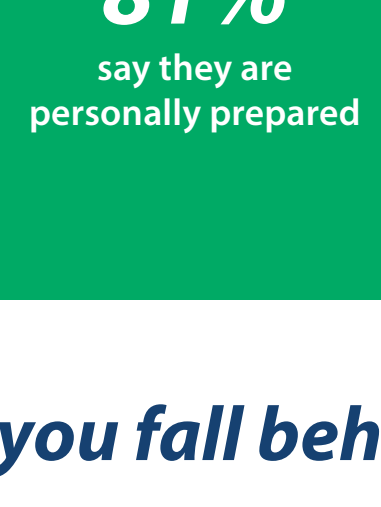


Awareness and preparedness are at their highest ever level



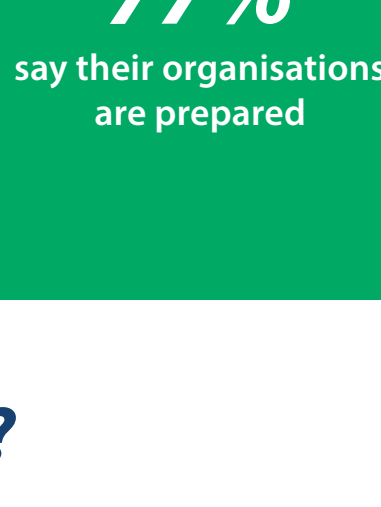
82%

say they are aware of GDPR



81%

say they are personally prepared



77%

say their organisations are prepared

Did you fall behind?

Even as GDPR was enforced, some marketers were caught out – or never had a plan to begin with

20%

are behind schedule for compliance



7%

have not implemented a plan



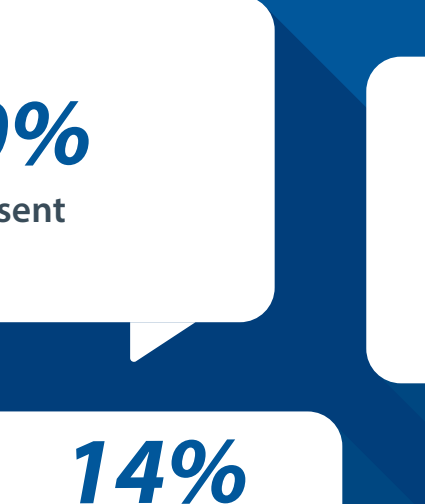
How do we comply?

As regards updating privacy policies, we found a mixed picture from around the marketing industry



15%

said this was their biggest priority



53%

had no timescale for this



5%

have no plans to do this at all

What's still bugging you?

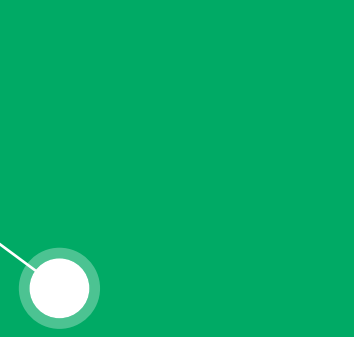
The top concerns were



20%
Consent



20%
Legacy data

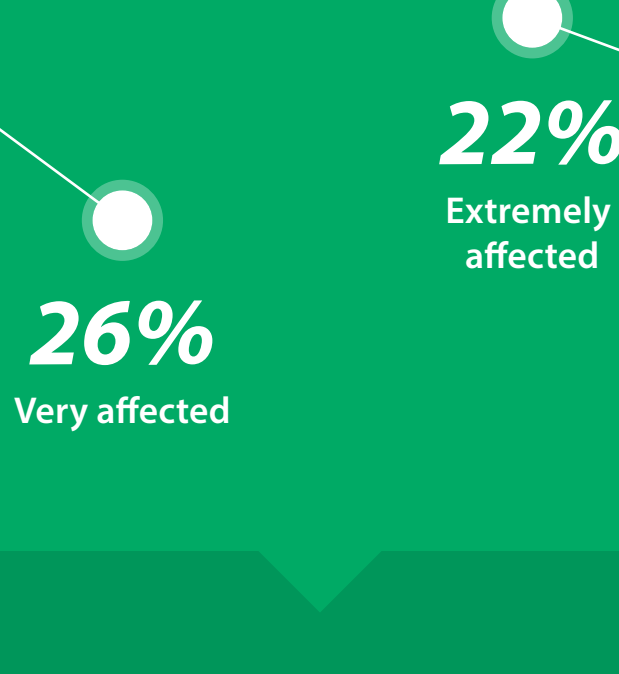


14%
Implementing a compliance system



How bad could it be?

The perceived effect of the new laws had fallen significantly



42%

Very affected



26%

Very affected

22%

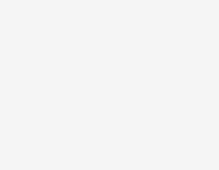
Extremely affected

14%

Extremely affected

More marketers think the GDPR will have no financial impact

from



19%

up to



28%

While **36%** said their customer offering would improve after GDPR



What's next?

Moving on to the upcoming ePrivacy Regulation



74%

of the marketers we spoke to say they are aware of the changes

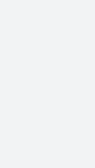
The biggest concerns were...

B2B opt-in



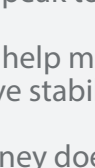
34%

Consent for cookies



26%

Telemarketing opt-in



24%

Conclusion

The GDPR is becoming a reality – and marketers now have the opportunity to weave it throughout all of their practices. It is an ongoing process that presents opportunities to those who seek them. Training is integral to this as marketers must feel confident they understand their role in GDPR and how to speak to consumers about their data in a new era.

This will help marketers to build authentic relationships with their consumers, as well as offering legislative stability and homogeneity as the UK finds its place outside the EU.

The journey doesn't end here.

With ePrivacy on the horizon, marketers must adapt and learn as they – and consumers – become more aware of their rights and responsibilities in this new era for data.