

Data Management: Breaking Down Consent and Preferences

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/ Contents

Introduction.....	03
Foreword.....	04
Exec Summary.....	05
Consent and Preference Management Practices.....	07
Systems, Policies and Integrations	08
Benefits and Challenges.....	10
Future Plans and Priorities	11
Compliance and the GDPR	14
Sources and Quality of Data	17
Inaccurate or Invalid Data.....	18
Importance and Value	21
Return on Investment.....	22
Performance Trends.....	23
Knowledge and Training	25
Learning Opportunities.....	26
About the Data &.....	28
Marketing Association.....	28
About OneTrust.....	29
PreferenceChoice.....	29
Methodology.....	30
Copyright and Disclaimer.....	32

/ Introduction

Data is the most valuable resource many brands have. Without it, how can they expect to understand their customers – whether that's how, what, when or where to communicate with them?

The systems that manage these preferences, including things like customer consent, are therefore vital for brands to not just have, but to get right. The benefits, according to the marketers we surveyed as part of this report, are clear. These systems allow brands to offer more personalised experiences (45% reported as a benefit) and increased transparency (44% reported as a benefit) – two key factors in fostering long-term customer loyalty and trust (as discovered in a number of the [DMA's research reports](#)).

Indeed, most marketers (60%) agree that having consent and preference management systems in place is key for their organisations, compared to other aspects of data and marketing. The processes these put in place are also the only way for businesses to compact the concerns about inaccurate or invalid data, which they estimate to be in the region of 8-12% of their customer data currently.

The bottom-line benefits of having these systems in place are clear too. The industry professionals we surveyed estimate that for every £1 spent on consent and preference management systems, they receive somewhere in the region of £37-46 in return.

Going beyond returns, those organisations with management systems in place also reported positive increases in key performance metrics over the last 12 months: 52% in customer database size, 59% in engagement rates, 47% in the number of opt-ins and, ultimately, 53% in revenues.

These results showcase the value of managing data correctly, going way beyond the simple compliance with legal requirements, such as the General Data Protection Regulations (GDPR). This research shows how having the right data management processes and systems in place is an imperative for businesses who want to guarantee and gain the maximum value for and from their customer data.

The journey to a single source of truth in an increasingly complex, connected landscape may not be simple. However, this research shows that it is worth the effort. The benefits clearly outweigh the challenges, and they can be felt across every stage of the customer journey. Meaning that by taking care of their data, organisations can derive even more value from it than they have already.

Tim Bond,
Head of Insight
Data & Marketing Association

/ Foreword

Along with the DMA, we are excited to bring you this report looking at 'Data Management: Breaking Down Consent & Preferences'.

As marketers navigate the changing privacy landscapes, technology ecosystems, and customer expectations, moving forward with consent and preference management projects should be a top priority. Compliance with privacy laws and regulations being part of all marketing processes and ensuring transparency is part of all user experiences is increasingly critical.

As we see in this report, there can be strong returns on investment when implementing consent and preference management strategies. Benchmarking against other organisations, brands and marketers is key to ensure you and your team are on the right track. In my experience, first-hand reports like these are immensely helpful to justify budgets, headcount, and bandwidth decisions within your organisation.

This report, as well as my team at **OneTrust**, can help. Read on to learn more about properly managing data for compliance and strategic initiatives.

Claire Feeney

Product Marketing Manager – PreferenceChoice
OneTrust PreferenceChoice

/ Exec Summary

Consent and Preference Management Practices

The majority of marketers believe their organisations' marketing practices – such as data management, analysis, optimisation, strategy and automation – are 'Intermediate/Good' (55%) or 'Advanced' (24%), although one in ten (9%) report having no 'Strategy'

- Most respondents are confident they are familiar (77% at least 'Somewhat aware') and at least have above-average knowledge (63%) when it comes to consent management
- 'Better personalisation' (45%) and 'More transparency' (44%) are the key benefits of organisations' current consent and preference management systems – followed by a range of additional insight, privacy and security benefits

Compliance and GDPR

- Confidence that their organisations' collective knowledge of GDPR is 'Good' remains at around a third (33%) compared to previous years, while those reporting 'No knowledge' has also increased to just below one in ten (8%)
- Just under a third of organisations report the effects of GDPR as being positive, both on their businesses and its marketing performance
- Between a quarter and a third of marketers also said the consent requirements required by GDPR have had a positive impact on their various key marketing performance metrics

Sources and Quality of Data

- Half of businesses (53%) are primarily using consent as a legal basis for processing customer data, with a further third relying on 'Legitimate interest' (36%) – somewhat concerning, one in ten marketers in the UK appear to either 'Not know' (9%) or have no legal basis (2%) for processing data
- The majority of organisations (72%) use their 'Own website' to collect customer data, with around half also utilising 'Social Media' (50%) and collecting 'At an event' (48%)
- When asked about the inaccuracy of their data, marketers estimate this to be, on average, around 10.3% – with a possible range of 8-12%
- 'Customer error' (35%) is the biggest contributor to data inaccuracy, followed by 'Fake data/bots' (29%), 'Employee error' (27%), 'Old/degraded data' (26%) and 'Data not being cleansed' (26%)

Importance and Value

- Most organisations (60%) agree that consent and preference management is 'Important/Most Important' to them (compared to other aspects of data and marketing)
- Most marketers surveyed (60%) said they are personally involved in their organisations' consent and preference management, with a similar proportion (64%) confident their company can calculate a return on this investment too
- Marketers estimate a wide range of returns for every £1 spent on their consent and preference management systems, with an average of £40.55 – the low and high values revealing a possible range of £36.63-45.52
- Furthermore, organisations with these management systems in place are more likely to report positive increases over the last 12 months in their 'Engagement rates' (59%), 'Sales/business revenue' (53%), 'Customer database size' (52%) and 'Opt-in rates/sign-ups' (47%)

Knowledge and Training

- Most marketers believe their best practice knowledge about consent and preference knowledge is either 'Good' (47%) or 'Very good' (11%) – while 15% concede it is 'Poor'
- The majority of industry professionals (74%) see training as important to their organisations' consent and preference management success, but just half (55%) report having ongoing learning opportunities available to them
- The majority of marketers (83%) believe consumers need more education on their data rights, with the most given reasons being 'Benefits brands and consumers' (59%) and 'To protect themselves' (58%)

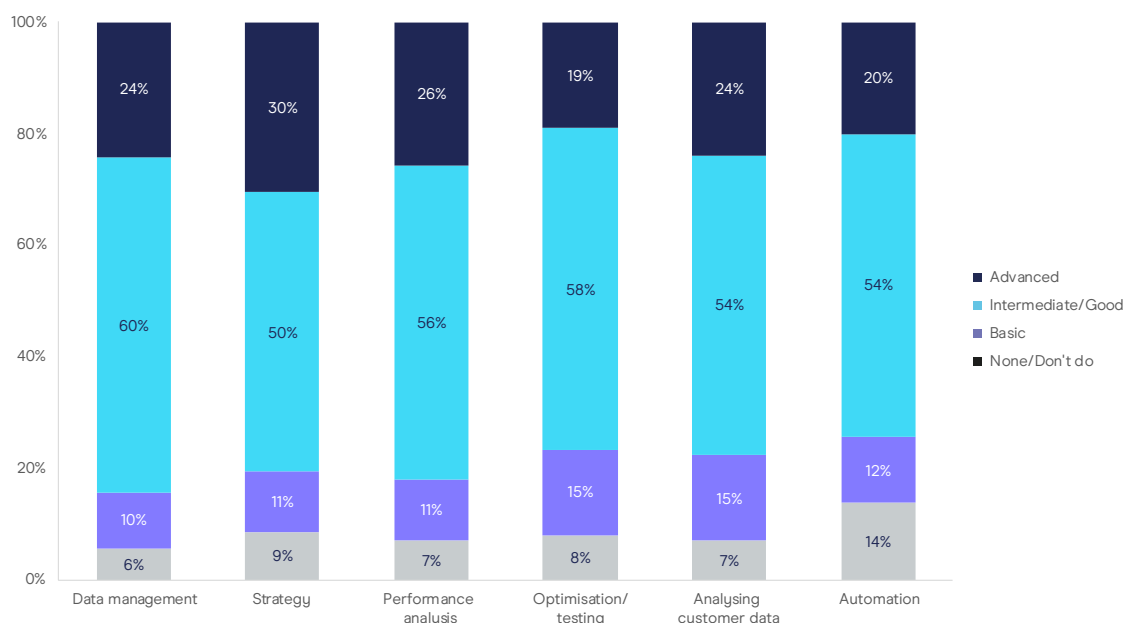
/ Consent and Preference Management Practices

The majority of businesses in the UK appear confident in having at least a 'Basic' level of sophistication across various areas of marketing practice – such as data management, analysis, optimisation, strategy and automation. Indeed, half of the marketers we surveyed believe their organisations' marketing practices are 'Intermediate/Good' (55% on average), with a further quarter believing they're 'Advanced' (24% on average).

'Automation' is the area in which organisations most feel they either have no skills or simply do not do this (14%) – alongside 'Optimising/testing'. These are the two areas where companies are least likely to be confident in being 'Advanced'. Meanwhile, 'Strategy' appears to have the most notable extremes, with almost a third (30%) believing their skills are 'Advanced', but one in ten (9%) also reporting 'None/Don't do' for this clearly important area.

'Better personalisation' and 'More transparency' are the key benefits of consent and preference management systems

How would you rate your organisations' overall level of sophistication in the following areas?

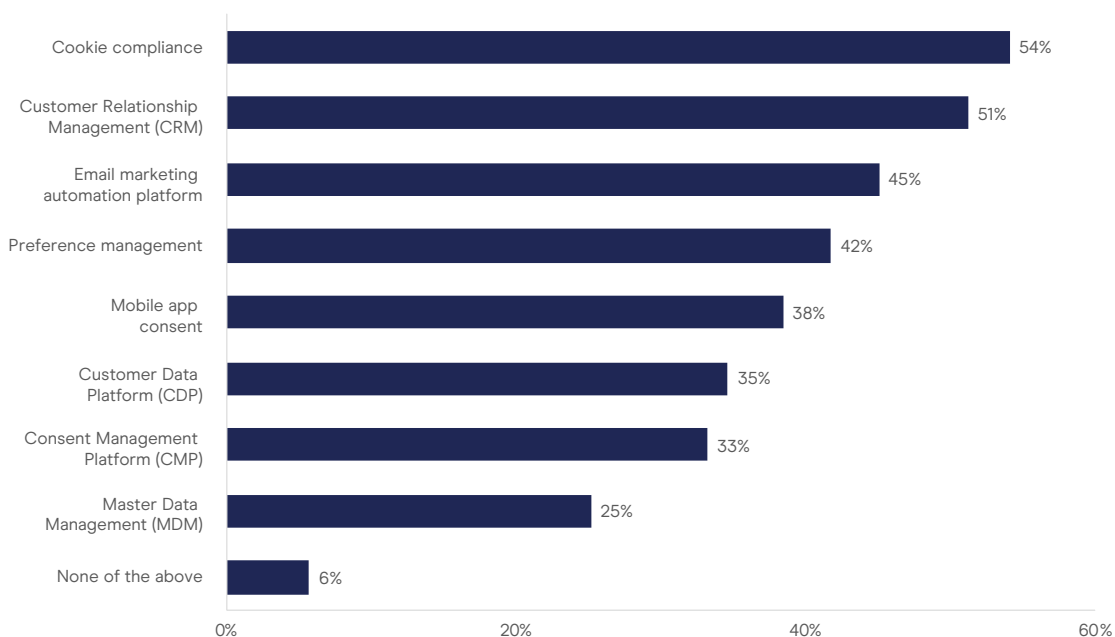


When asked specifically about their familiarity with consent and preference management, just 8% said they were 'Not aware at all' and most (63%) said they are 'Moderately/Completely aware' – with the remaining third (30%) being 'Slightly/Somewhat aware'. The level of sophistication when it comes to consent and preference management within their organisations paints a similar picture. Just under one in five (17%) would describe this as 'Excellent' and half (46%) as 'Above average', meanwhile 13% said this is 'Below average/Very poor', with the remaining 23% rating this as 'Average'.

Systems, Policies and Integrations

The most popular systems, processes or policies organisations have in place are 'Cookie compliance' (54%) and 'Customer relationship management' (51%). Also, by combining those organisations that have either a 'Preference management' and/or a 'Consent Management Platform' in place, we see that half of businesses (54%) have some form of consent and preference management in place.

Which of the following systems, processes or policies does your organisation currently have in place to manage consents and customer preferences?

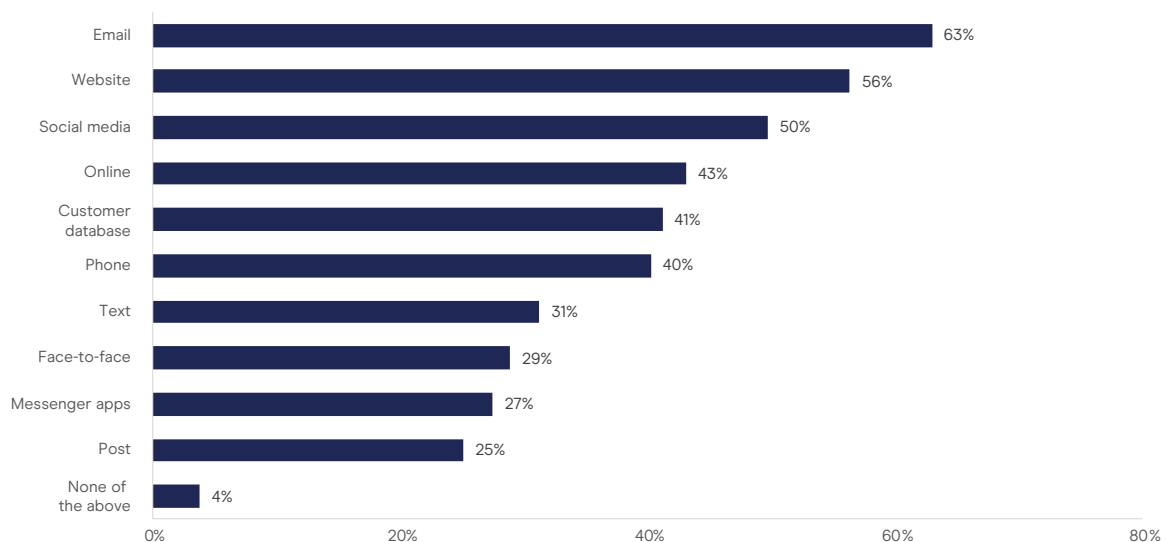


'Large' businesses (those with over 250 employees) are significantly more likely to have many of these systems in place already – including 'Customer Data Platform' (54%), 'Preference management' (54%), 'Mobile app consent' (53%) and 'Master Data Management' (34%). Meanwhile, 'Small/Micro' businesses (those with under 50 employees) are less likely to have any of these in place, and twice as likely to report having 'None of the above' (12%).

In terms of platforms that organisations' current systems integrate with, the most popular is 'Email' (63%), followed by 'Website' (56%) and 'Social media' (50%). Almost a third of businesses (29%) appear to be integrating this through to 'Face-to-face' customer interactions, which is an encouraging sign for multi-channel approaches to both engagement and preference management – even if the current conditions of coronavirus have made this significantly more challenging for the time being.

However, brands may be missing an opportunity to understand their customers across their digital journeys. Indeed, 'Messenger apps' (27%) – increasingly popular amid the lockdown – are not integrated by one in four organisations.

Which of the following channels/platforms does your current consent/preference management set-up integrate with?



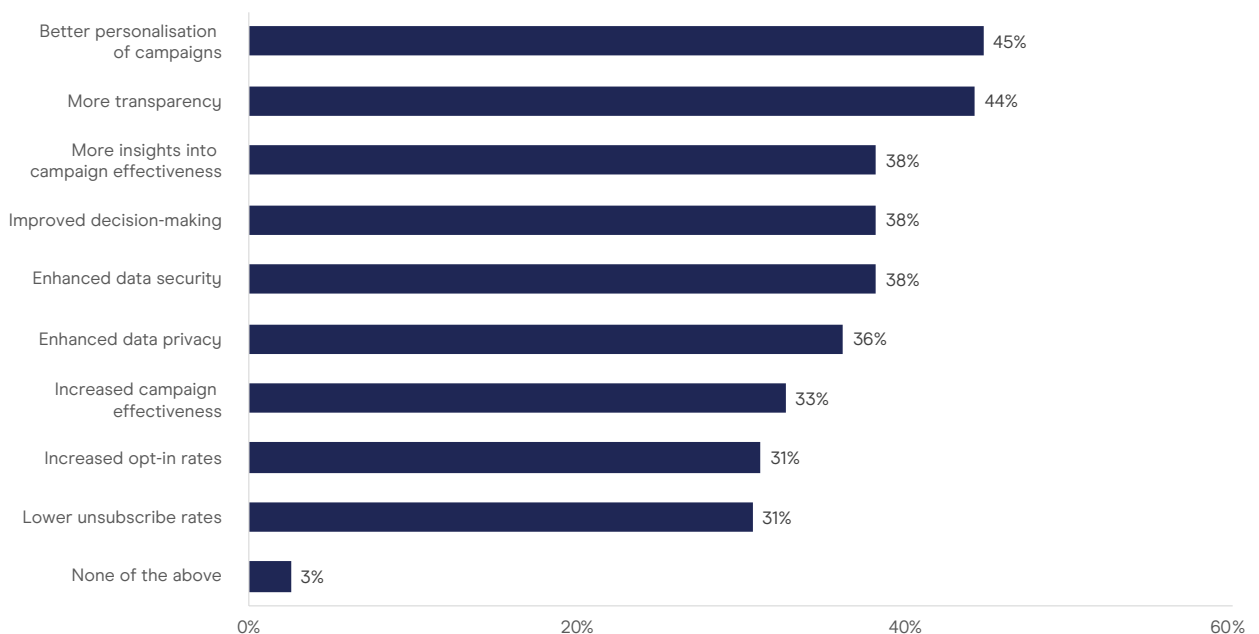
With regard to policies and systems, 'Large' organisations are more likely to have many of these integrations in place, compared to their medium-sized or smaller counterparts. In this case, they are more likely to have integrated already 'Email' (74%), 'Online' (56%), 'Phone' (54%), 'Customer database' (53%) and 'Post' 35%, while 'Small/Micro' businesses are more likely to report having none of these in place (9%) and significantly less likely have integrated 'Customer database' (25%) – although this may be because they do not have one in place in the first instance, as already seen in this chapter.

Interestingly, consumer-facing brands are more likely to have integrated 'Text' (41%), while B2B-focused businesses are less likely to have incorporated 'Online' (30%) – although the latter may be because they do not utilise online ads as much as their consumer counterparts.

Benefits and Challenges

The benefits seen in organisations' current consent and preference management systems are multiple, but leading the way are 'Better personalisation of campaigns' (45%) and 'More transparency' (44%). However, beyond this, there are a myriad of benefits experienced by around a third of marketers surveyed – with just 3% reporting no benefits at all.

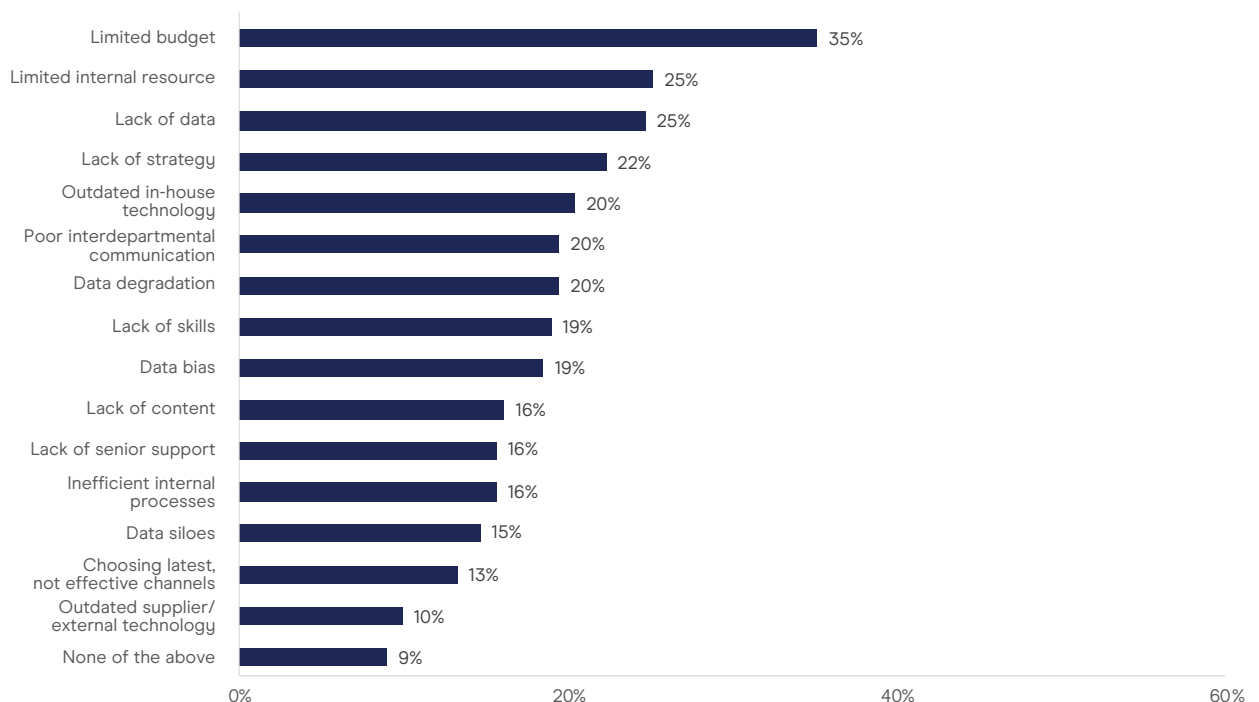
What are the key benefits to your current consent and preference management system?



'Large' businesses are more likely to mention 'Improved decision-making' (49%), 'Enhanced data security' (49%), 'Increased campaign effectiveness' (44%) and 'Increased opt-in rates' (41%) – pushing these clearly into the top tier of benefits for these organisations. Consumer-focused (B2C) brands are also more likely to cite 'Improved decision-making' (50%) as a key benefit of their current consumer and preference management systems.

The most significant challenges to businesses' success is 'Budget' (35%). However, it is also worth noting this is often the biggest challenge cited by marketers (as we see with email specifically every year in our [Marketer Email Tracker report](#)). Beyond this, there is a feeling among one in four businesses that they are lacking the resources (25%) and data (25%) they need, while one in five organisations cite a range of different challenges.

What are the most significant challenges to successfully executing your consent and preference management programmes?

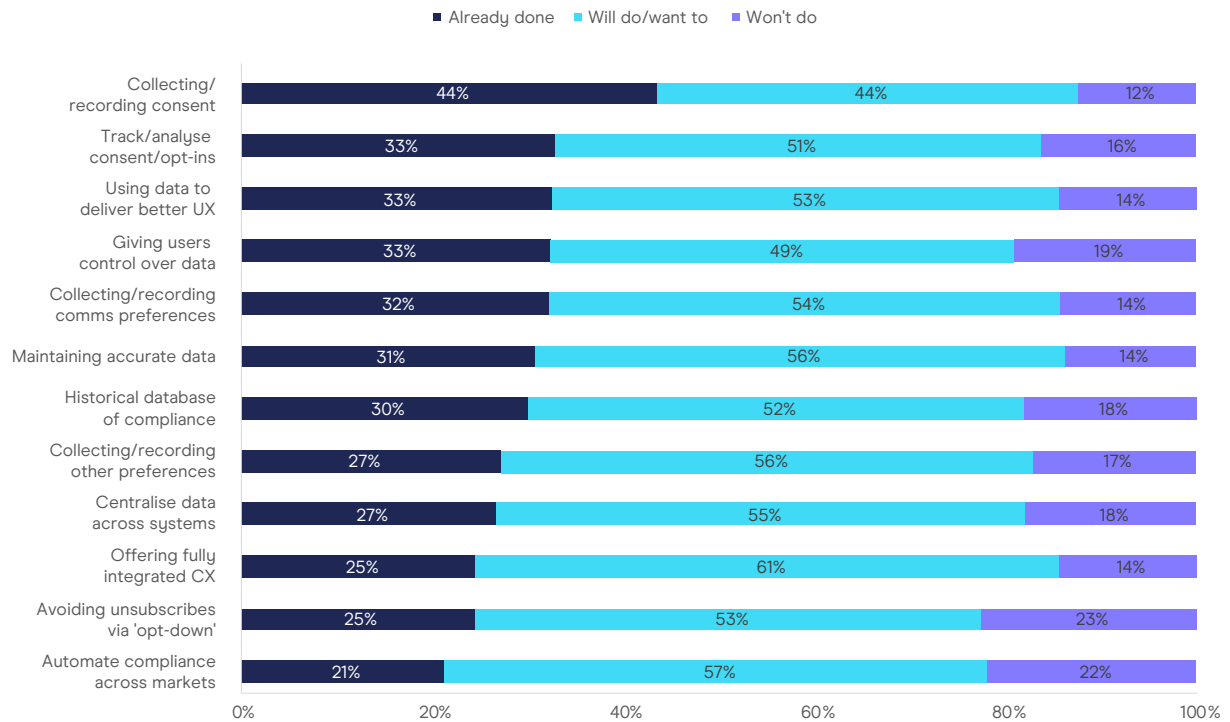


'Large' organisations are significantly more likely to cite issues with 'Poor interdepartmental communication' (32%), 'Lack of senior support' (29%), 'Data degradation' (28%) and 'Data siloes' (26%). Most interestingly, this is one of the few areas where we see differences according to the seniority respondents. 'Mid-level' marketers are more likely to cite 'Lack of data' (33%), 'Data degradation' (29%) and 'Outdated in-house technology' (28%), whereas those in 'Senior' positions are more likely to point to 'Data siloes' (22%).

Future Plans and Priorities

When asked about the current and future plans for their organisations, many marketers reported the best intentions to either do or prioritise many of the above areas. Just under a third (30% on average) reported having 'Already done' this. While it may appear concerning that just 44% are currently 'Collecting/recording consent', this can be explained by the number of businesses using consent or legitimate interest as their primary legal basis for processing customer data – as we'll see in the '[Sources and Quality of Data](#)' chapter of this report. Even this seemingly simple binary choice doesn't quite tell the full picture though, as it may also be that businesses are using a mix of consent and legitimate interest across their customer data.

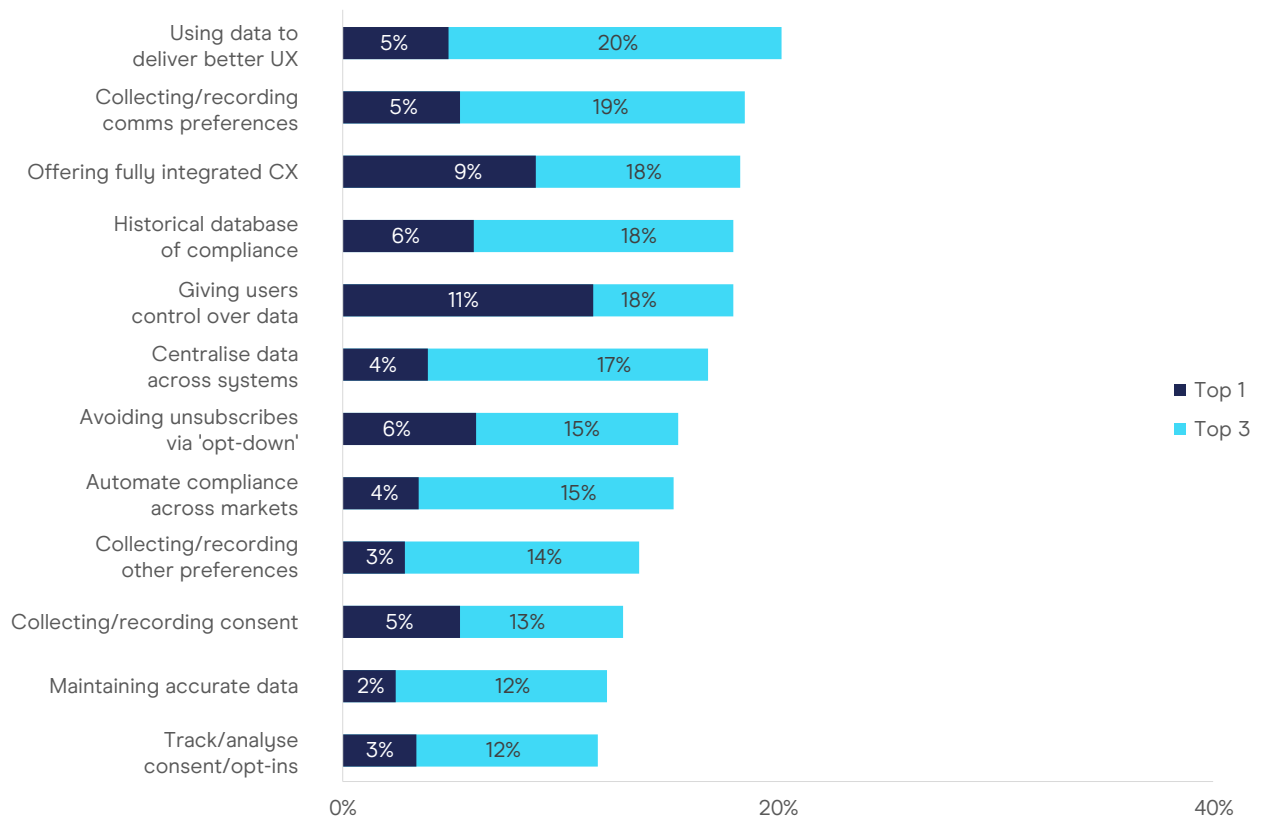
Does your organisation currently or does it plan on introducing any of the following?



'Large' businesses are more likely to have 'Already implemented' historic databases to demonstrate their compliance (45%) and also be 'Collecting/recording consent' (61%). Given the more developed systems these organisations have in place, it is unsurprising that they are further ahead in these areas. This is also highlighted by medium-sized businesses being more likely to say that they don't currently collect and record customer consent, but would like to in the future – meaning resources may have slowed down these companies but their intentions are there.

Looking to future priorities, 'Giving users control over data' is clearly a significant leader, with one in ten (11%) of those having not already implemented it rating this action as their top priority. But overall, there are a range of areas organisations are looking into implementing over the coming years and priorities are mixed.

Among all the changes previously mentioned and selected, please rank these in order of priority



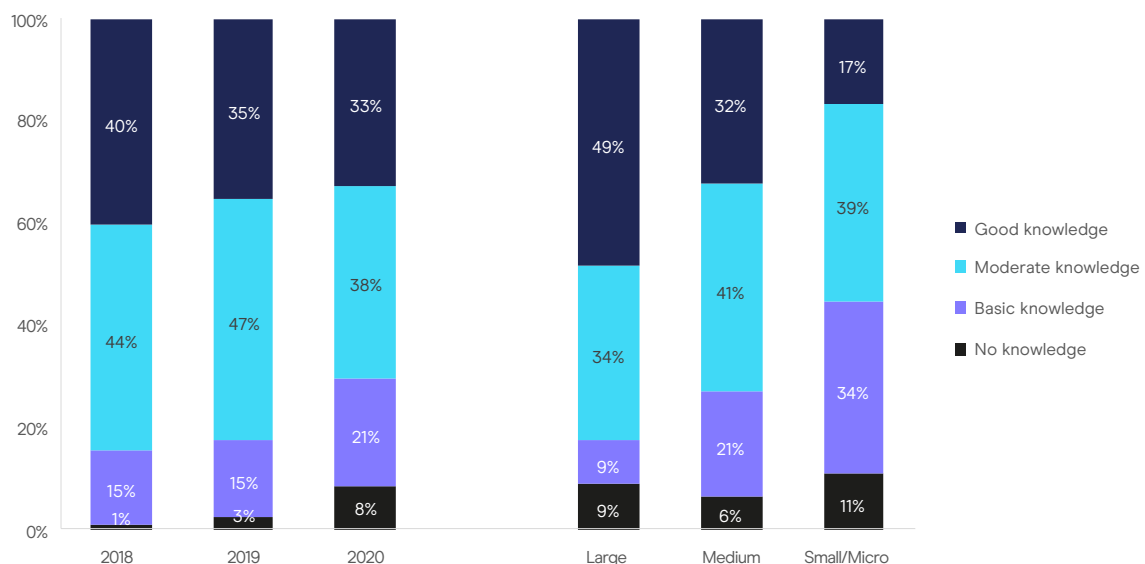
/ Compliance and the GDPR

The DMA has tracked the industry's awareness and preparedness for General Data Protection Regulations (GDPR) from when the text was finalised in 2016. Since it came into force in May 2018, we have continued to investigate the actions businesses have taken to comply with new data laws and their impact on businesses – as you can see in our latest [‘Data Privacy: An Industry Perspective’ report](#).

Overall, marketers appear to feel their organisations' collective knowledge about the GDPR has declined slightly over the two years since it came into force. Far from being a concern, this could well be seen as reassuring that the changes brought about by the laws have embedded themselves as best practice within many businesses.

Almost a third of businesses said GDPR has been positive on both their marketing performance and the business in general

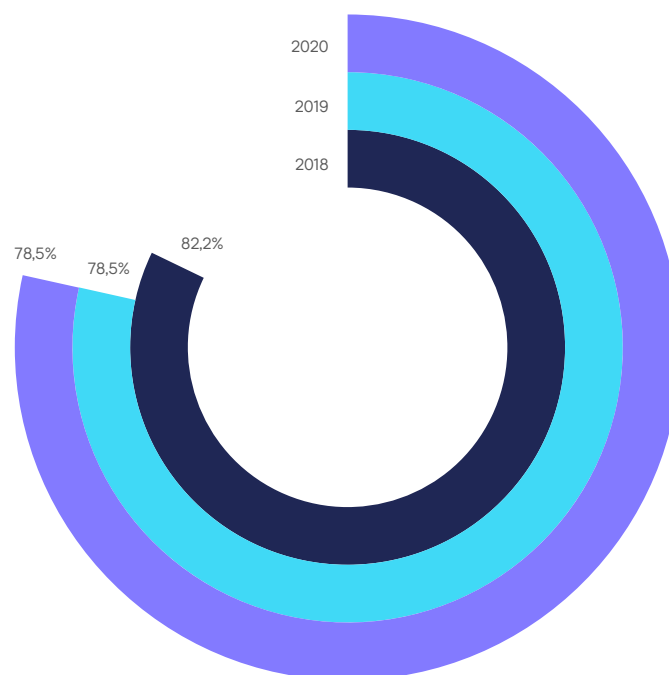
At this time, how would you define the level of your organisations' collective knowledge about the changes brought about by the GDPR?



However, it is concerning that those believing they have 'No knowledge' within their organisations is almost one in 10 – especially given this does not appear to skew towards 'Small/Micro' organisations as we might expect. Although larger businesses are significantly more likely to believe their knowledge to be 'Good', while smaller organisations are less likely to believe so – but at least describe it as 'Basic' rather than none at all.

When asked to rate their level of overall compliance, the majority (73%) rate this at 70% or higher, with the average estimate remaining at around 80%, as seen in previous years. While 100% compliance would clearly be ideal, it is worth noting that the complexity and nature of these regulations do make confidence in achieving this very unlikely.

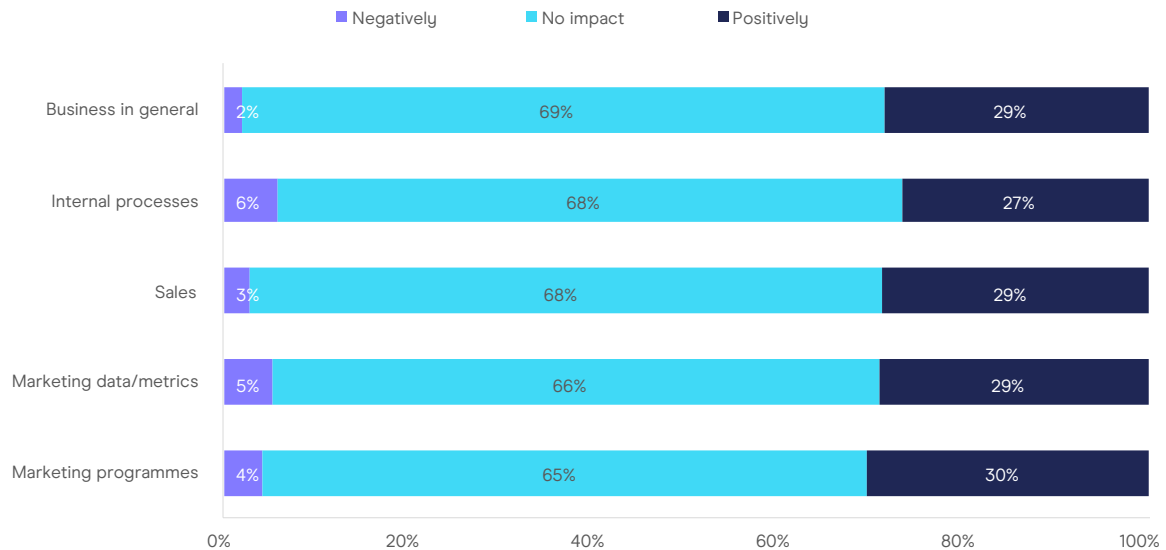
At this time, on a scale from 0% to 100%, how compliant would you say your organisation is with GDPR?



When asked about the impact of GDPR on various aspects of their business and marketing, just under a third (29% on average) of organisations agreed that these have been positive. While this represents a slight decrease on the positive feelings seen in 2019 – when the average was 42% – it is also worth noting the majority still believe it has had no impact at all, with under one in 20 (4% on average) believing it has been negative.

Given the GDPR is a piece of consumer data protection legislation, it continues to be highly encouraging that businesses are seeing the benefits of these new laws. Ultimately, it means the right balance appears to have been struck between consumer privacy and a business' ability to market.

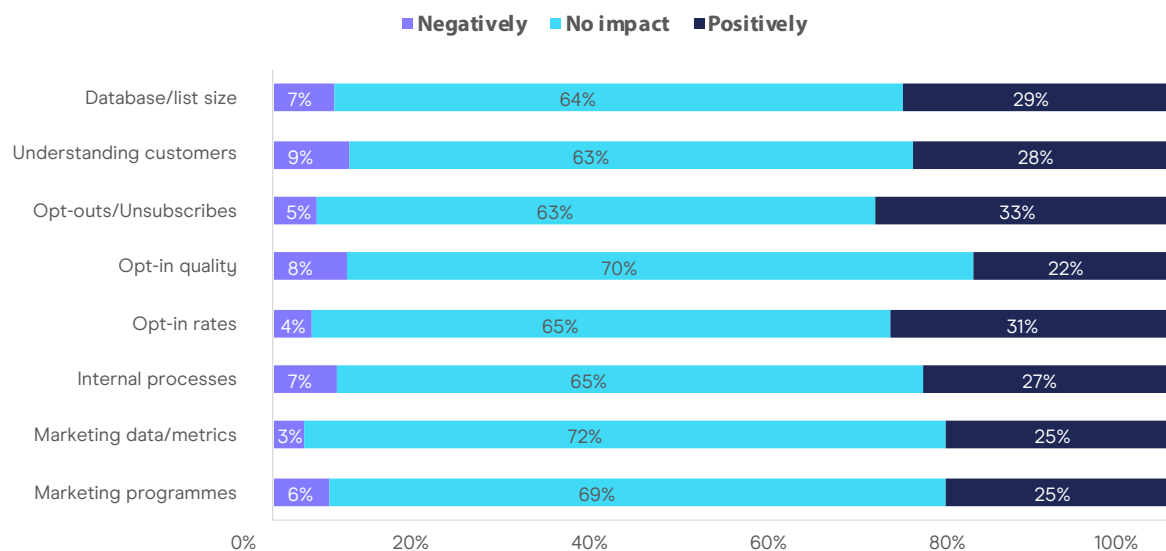
Thinking about the effects of the GDPR, how have these new laws impacted the following for your organisation?



When we asked specifically about the consent requirements GDPR put in place and how these have impacted businesses, the majority still felt this had either a positive impact or no impact at all. The most positivity was shown around 'Opt-out/Unsubscribes' (33%) and 'Opt-in rates' (31%), highlighting the benefits experienced at both ends of the customer journey – at least concerning their consent.

While slightly more respondents reported feeling negatively, this still never rose above one in 10 – with 'Understanding customers' (9%), 'Opt-in quality' (8%) and 'Internal processes' (7%) receiving the most concern.

Thinking specifically about the consent requirements required by the GDPR, how have these impacted the following for your organisation?



/ Sources and Quality of Data

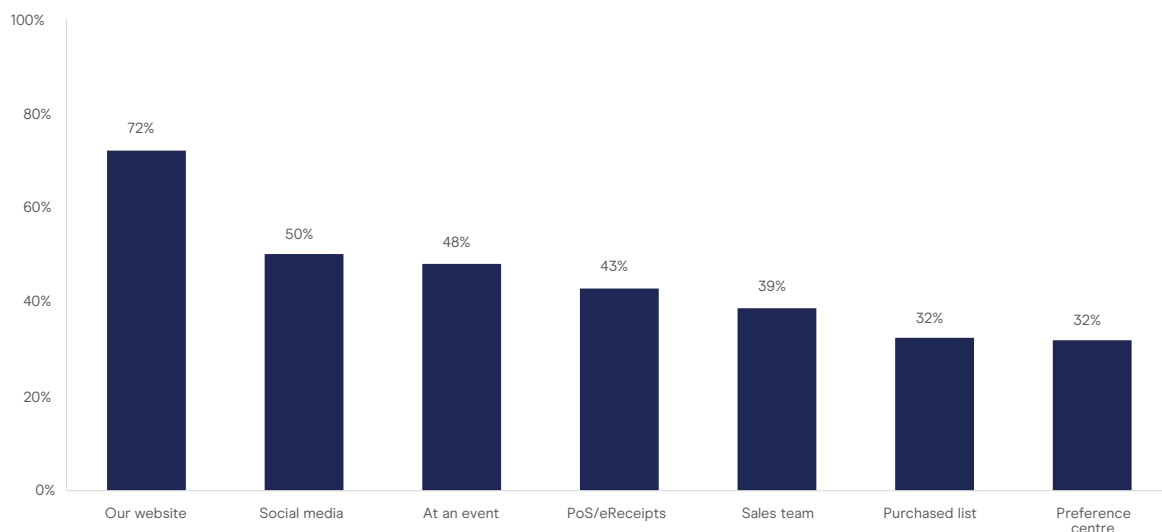
Half of businesses surveyed (53%) are using 'Consent' as their primary legal basis for processing customer data, with a further third (36%) relying on 'Legitimate interest'. It is somewhat concerning that one in ten marketers (9%) responded that they did not know what legal basis they were using, and even more that 2% report using 'None' at all.

Though the increasing number of organisations with limited knowledge of GDPR may explain this somewhat, it is still surprising to see any industry professionals claiming to have no legal basis whatsoever. The fact that only half of businesses are reliant on consent also goes a long way to explain the seemingly low number of organisations collecting and recording this (as seen in '[Consent Management and Practices](#)' section).

The most popular place to collect customer data is a company's own website, with 72% of organisations doing so. Beyond this, around half are using social channels (50%) and events (48%), with at least a third still utilising the other methods we asked about, showing there are a multitude of ways brands are collecting customer data, but that there may be a reliance on their web presence too.

On average, 10.3% of customer data is deemed inaccurate or invalid by marketers

Which of the following methods does your company currently use to collect customer data?

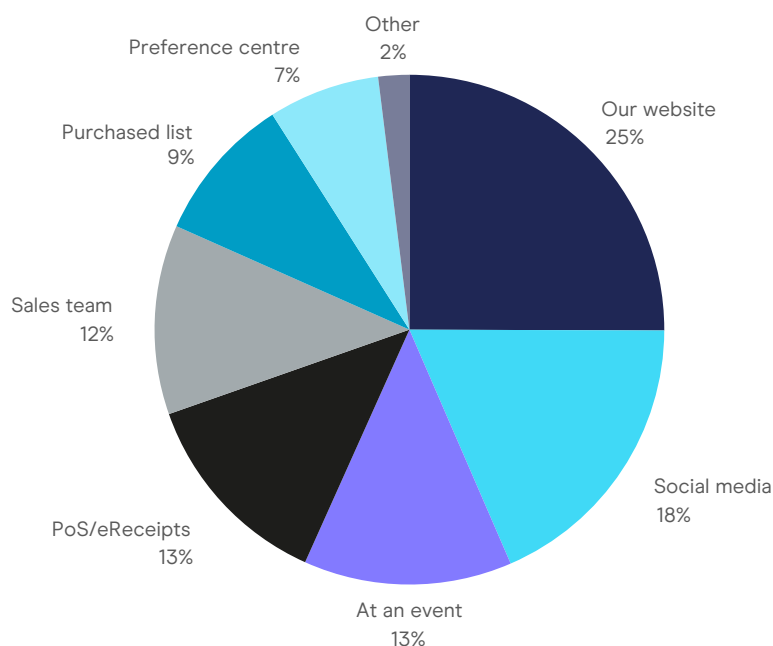


Looking beyond 'Our website', we see that 'Large' businesses are more likely to use 'PoS/eReceipts' (53%), their 'Sales team' (51%) and their 'Preference centre' (44%) – all notable increases on the average usage.

When marketers were asked to consider where their customer data as a whole had come from, a similar picture emerged. On average, most surveyed said it still came from 'Our website' (25%), but interestingly, 'Medium'-sized businesses were more likely to have a higher proportion of 'Purchased list' (12%).

While there is nothing in the GDPR that prohibits the use of these third-party data sources, the legislation does set out a number of processes and safeguards that businesses must undertake. The GDPR outlines six principles to which you must adhere to when dealing with any consumer data. The [DMA's Data Guide](#) offers advice on how to best follow these.

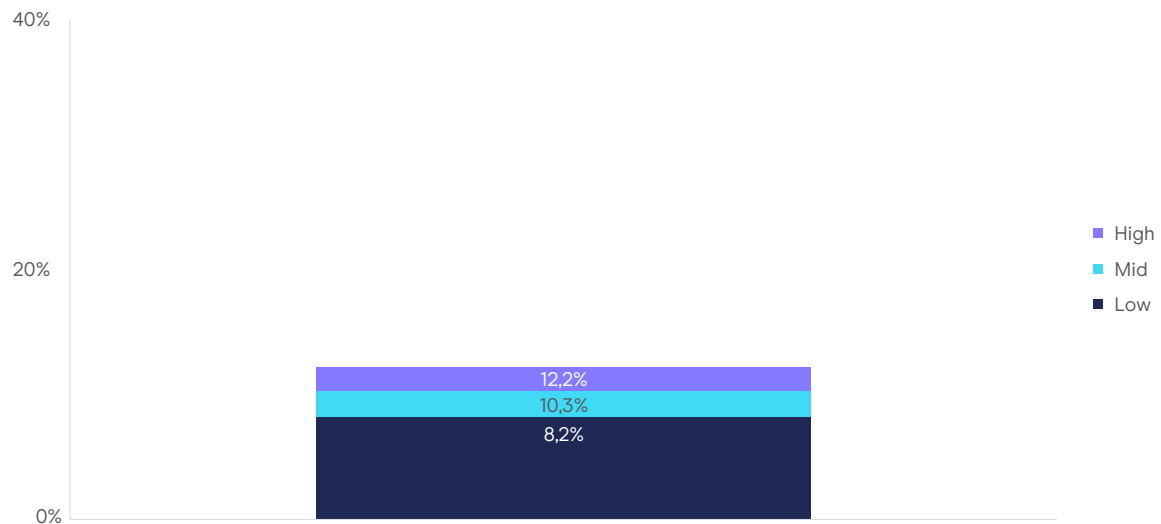
Thinking about your customer data, what percentage of it comes from these sources?



Inaccurate or Invalid Data

When asked to estimate the proportion of their company's customer data that might be inaccurate or invalid, most marketers (64%) believe this to be between 1-20%. Using the mid-point of the ranges offered to respondents in the survey, the average for this inaccuracy comes to around 10.3% – with the highest and lowest values giving a possible range of 8-12%.

In your opinion, what percentage of your company's customer data would you say are either inaccurate or invalid?

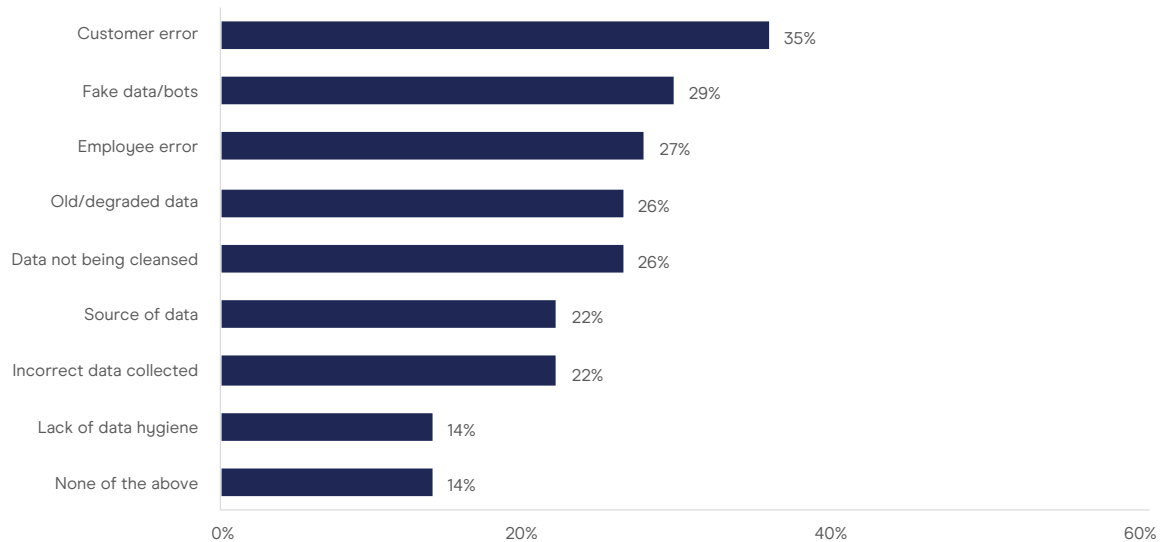


Notably, it's 'Large' organisations that appear to have more concerns about the accuracy of their data, with the average estimate rising to 15.2%. While 'Medium' (8.5%) and 'Small/Micro' (7.2%) businesses are slightly lower than the average. This may be down to a couple of factors, both connected to the more developed programmes these organisations likely already have in place.

Firstly, it may be that the sheer volume of data these bigger organisations have means they are more aware it may not be accurate. Secondly, they have dedicated teams that have the knowledge and skills to improve data quality. For smaller businesses, it may be a matter of not knowing what they do not know or cannot see, whether that is down to a lack of knowledge, skills or simply resources.

The biggest contributor to this inaccuracy is believed to be its source: the customer. Indeed, 35% of marketers cite 'Customer error'. However, there are several factors pointed to by marketers that may be impacting the quality of their data, including the seemingly growing concern over 'Fake data/bots' (29%).

What would you say is the biggest contributing factor to this inaccuracy?



'Large' businesses are more likely to report 'Employee error' (37%) as a major factor – again likely to be a virtue of having more employees involved and more developed systems in place to understand from where errors may arise. On the other hand, consumer brands (B2C) are more likely to report 'Lack of data hygiene' (24%) as a key concern.

This is where consent and preference management systems and the processes they instil can play a vital role by offering a single source of truth. Whether it is offering a clear hierarchy and history of the various sources of data coming into a business, or the processes to ensure these are cleansed regularly, these systems are vital in mitigating both inaccurate and invalid customer data.

/ Importance and Value

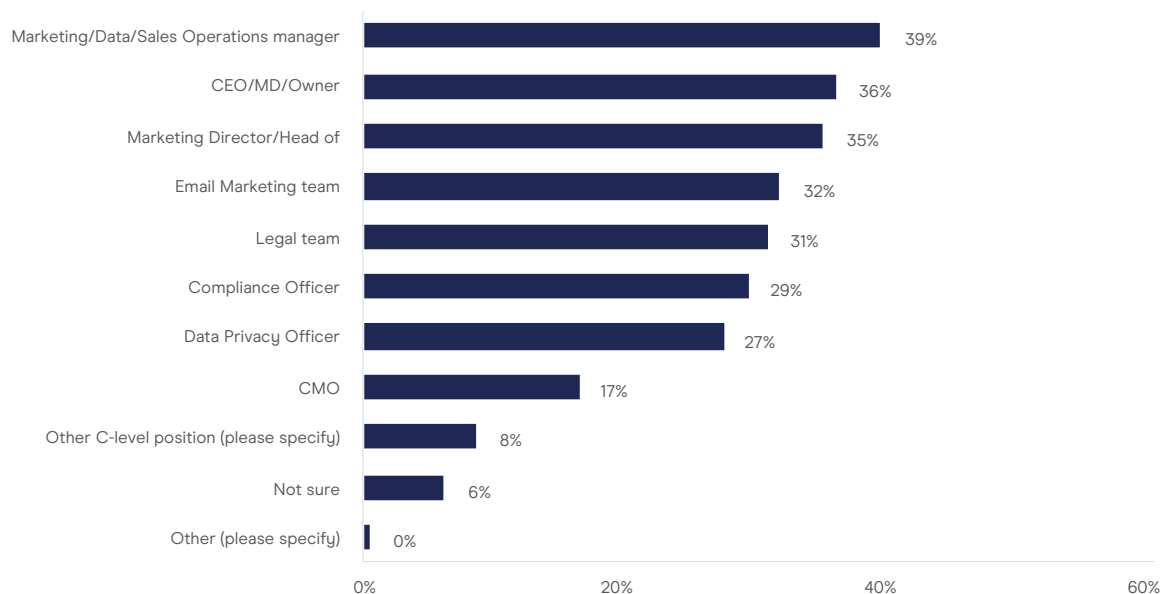
Most marketers agree (60%) that consent and preference management is important to their organisations, compared with other areas of data and marketing practice. Within this, around one in six (16%) describe it as one of the 'Most important', while 44% describe it as 'Important'. Just under one in five said management of customer consent and preference is 'Unimportant' (18%), leaving the remaining 22% giving it a more middling level of importance ('Neutral').

Responsibility for these programmes is varied, with no single role standing out and a variety of different areas needing to be involved. This goes from the top of the organisation (36% for 'CEO/MD/Owner') all the way through key strategic leads, involved teams, and to the operational managers that make sure these systems actually work (39% for 'Marketing/Data/Sales Operations Manager').

This highlights the need for good internal communication and understanding the value of these processes for businesses, ensuring that currently all teams involved place the right level of importance on the opportunity these practices present if successfully integrated across the multi-channel customer experience.

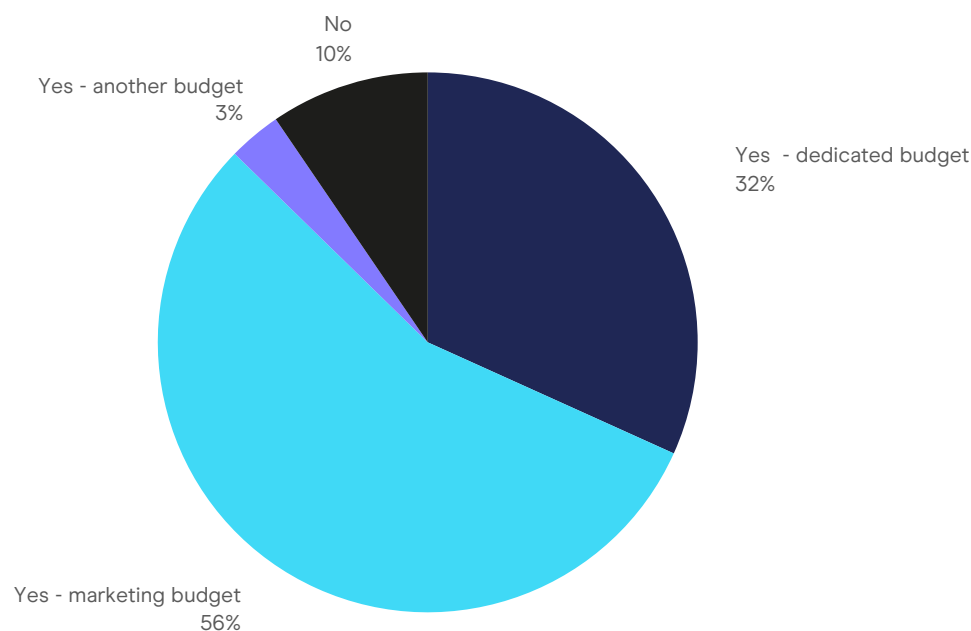
For every £1 spent on their consent and preference management systems, marketers estimate a return of £40.55

Which of the following key stakeholders have primary responsibility for your organisations' consent and preference management strategy?



The majority of organisations have an allocated budget for consent and preference management systems (90%), with around a third (32%) saying this is a specific dedicated budget, the majority reporting this sitting within marketing (56%), and the remaining elsewhere within the business. Just one in ten (10%) reported having no budget at all, but when we consider that 6% reported having none of the systems, processes or policies asked about in this survey (as seen in the [‘Consent Management and Practices’](#) section), it is less surprising that these budgets are not in place.

Is there a budget allocated for consent and preference management within your organisation?



‘Large’ businesses are more likely to have a ‘Dedicated budget’ for their consent and preference management (48%), highlighting again the more developed systems they have in place. Meanwhile, this is more likely to sit within the marketing budget for ‘Medium’-sized organisations (71%) and it is, unsurprisingly, ‘Small/Micro’ businesses that are significantly more likely to have no budget in place at all (38%).

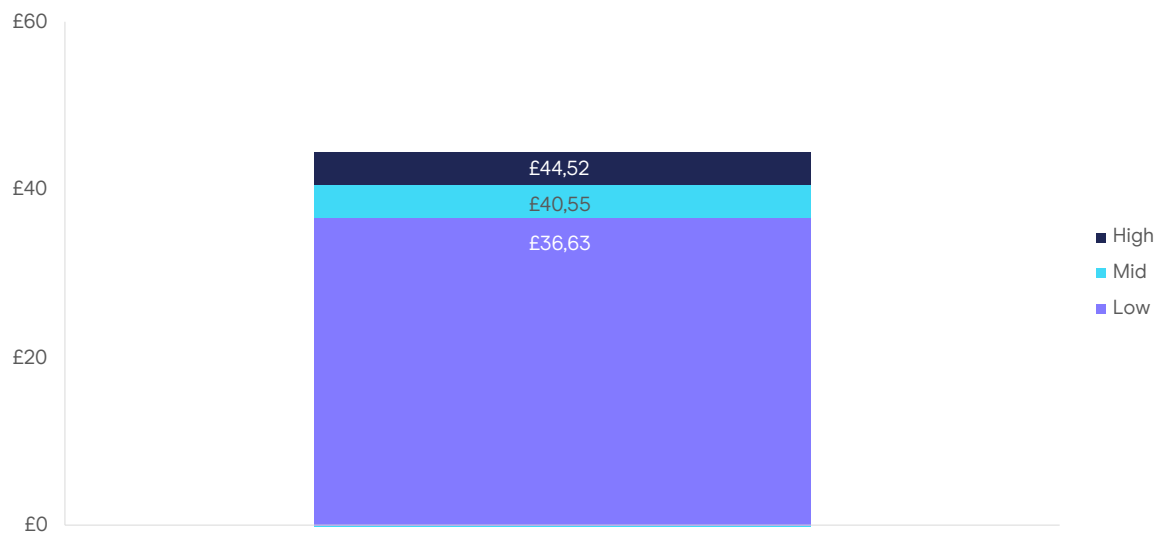
Return on Investment

Most of the marketers surveyed (60%) said they are personally involved in their organisations’ consent and preference management, with those in ‘Senior’ roles significantly more likely to be included (86%), while those in more ‘Junior’ positions less so (28%). A similar proportion (64%) are confident in their company’s ability to calculate the return on investment (ROI) for their management system, with a third unsure (36%).

Marketers' estimation of the ROI for every £1 spent on consent and preference management comes to an average of £40.55 – with the high and low values within the ranges offered to respondents, revealing a possible range of £36.63-£45.52.

Those with consent and preference systems in place report positive increases in customer data, engagement, revenues and opt-ins

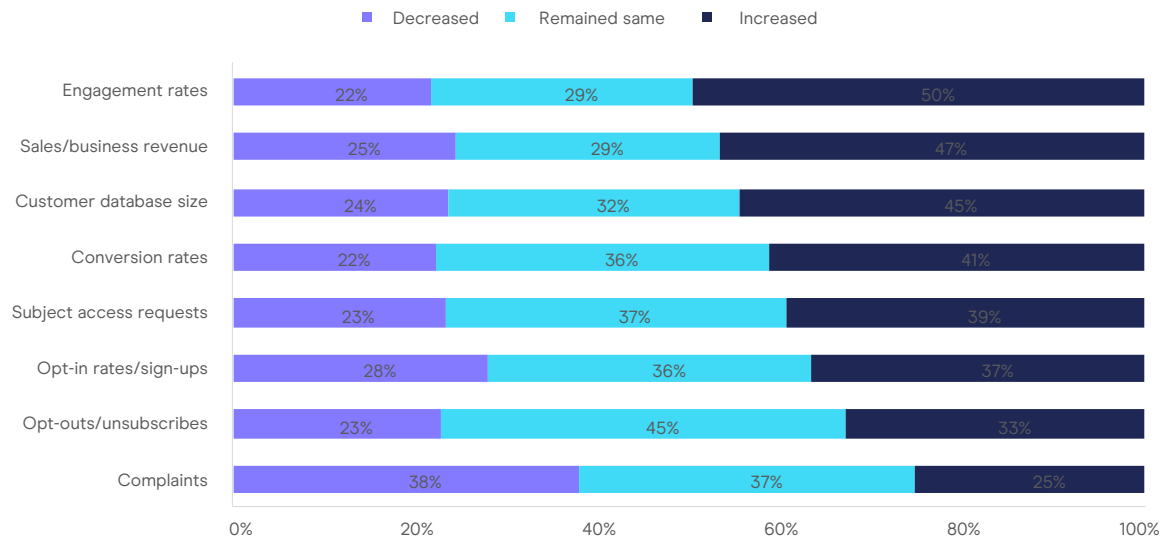
How much is the approximate return you get back for every pound spent on consent and preference management?



Performance Trends

When asked how key performance metrics have trended over the last 12 months, most organisations have seen positive increases in levels of engagement (50%), revenues (47%) and their customer data (45%). It's also encouraging that 'Complaints' appear to have decreased for many (38%).

How have the following trended over the past 12 months?



However, using the earlier question about the systems, processes or policies (described in the ‘Consent Management and Practices’ chapter), we have created a segmentation of these trends according to those organisations that have consent and preference management systems in place (selecting either ‘Preference Management’ and/or ‘Consent Management Platform’ for the earlier question: “Which of the following systems, processes or policies does your organisation currently have in place to manage consents and customer preferences?”). This creates a split of around half (54%) having these systems in place and half who do not (46%).

Looking at the recent performance trends through this segmentation reveals even more positive increases over the last 12 months for those with systems in place. ‘Engagement rates’ (59%), ‘Sales/business revenue’ (53%), ‘Customer database size’ (52%) and ‘Opt-in rates/sign-ups’ (47%) have been even more positive for these businesses – highlighting the power of these consent and preference management systems throughout the customer journey.

/ Knowledge and Training

Marketers' confidence in their personal knowledge about consent and preference management appears to be good. Most say they feel their understanding is 'Good' (47%) or 'Very good' (11%) – while one in four at least reports it as 'Average' (27%). However, 15% concede their current level is 'Poor', again largely driven by 'Small/Micro' businesses, where this is almost a quarter of respondents (23%). Meanwhile, those from 'Large' organisations are almost twice as likely to rate their knowledge as 'Very good' (19%).

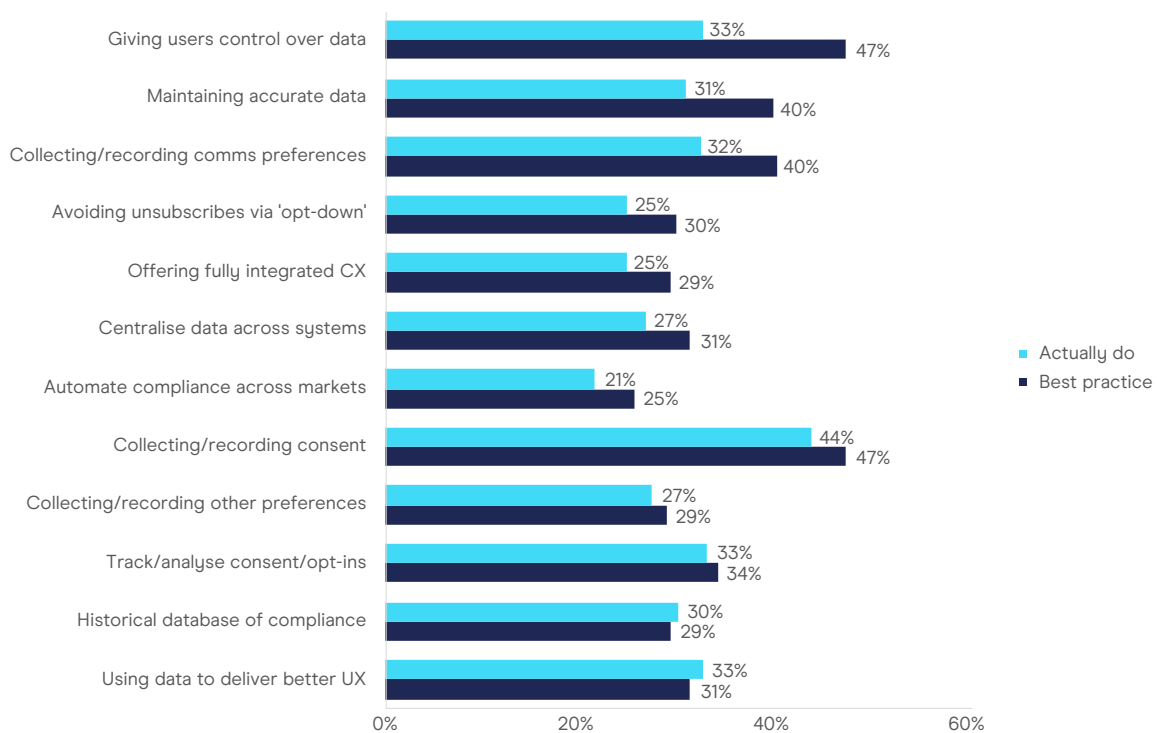
When respondents were asked what they believe best practices within this area are, an interesting picture unfolded. At least one in four selected every one of the options given, with nearly half picking the leading pair of 'Collecting/recording

Despite training being seen as important to success, only half of businesses make ongoing learning opportunities available

Marketers from 'Large' organisations are more likely to report 'Centralise data across systems' as a best practice need (47%), reinforcing what we have seen throughout this study: that these companies have significantly more developed systems set up in the first place – but this isn't without its challenges too. Similarly, those from 'Small/Micro' businesses are more likely to say 'Giving users control over data' (59%) and 'Collecting/recording other preferences' (38%) are best practice, possibly because these are key areas they are not currently doing.

Comparing this question of best practices to the earlier question about what they currently do (see the 'Consent Management and Practices' section), we can see the areas where currently most businesses appear to be falling short. The majority of marketers seem to feel they should be doing more to give users control over their data, ensure they're maintaining the accuracy of that data, and using it to better understand customers preferences. Although it is also worth noting that many of the beliefs around best practice appear to align with what their organisations are currently doing, which is a positive sign.

Does your organisation currently or does it plan on introducing any of the following? & Which of the following would you categorise as best practices?



Learning Opportunities

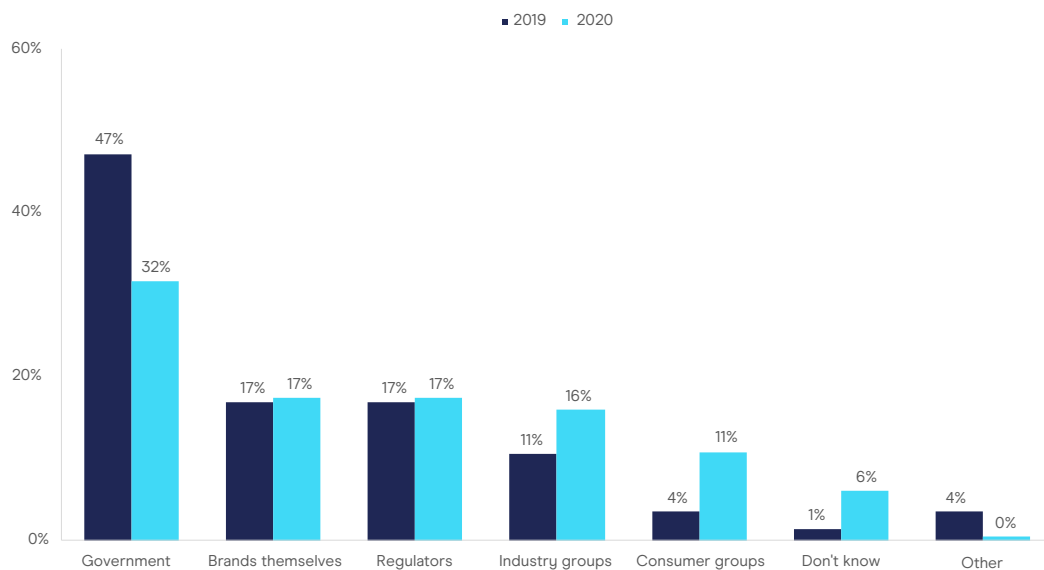
Training is seen as important by the majority of marketers surveyed, with almost a third (29%) describing it as 'Extremely important' and almost half as 'Important' (45%). Just 13% believe that ongoing training on key aspects of consent and preference management is 'Unimportant' to their organisations' future success – the remaining 13% feeling 'Neutral' on the topic.

However, despite an agreement in the importance of educating staff, just half of businesses (55%) are currently offering their teams ongoing learning opportunities in this key area. A third reported having no training available (32%) and around one in 10 (13%) reported not knowing if this is available. As expected, this is dependent on the size of the business, but not as much as one might think – a quarter of 'Small/Micro' businesses (23%) have training available, while this rises to two-thirds for 'Medium' (68%) and 'Large' (71%) organisations.

When asked about the possible need for more consumer education on their rights and what data protection laws mean for them, the majority of marketers (83%) believe this is needed. The key reasons given by marketers are that it would benefit both the consumer and the brands trying to engage with them (59%), and enable customers to better protect themselves (58%). This was closely followed by half of respondents believing it is a consumer's right to be informed (50%) and that people simply need to know these things (49%).

It is also notable that feelings about who is responsible for this consumer education appear to be shifting since we asked this question in 2019. There is still a feeling that 'Government' bears the most responsibility (32%). But there is also an increasing feeling that 'Industry groups' (16%) and 'Consumer groups' (11%) could be doing more – although these are still behind 'Brands themselves' and 'Regulators' (both 17%).

Who do you believe should have primary responsibility for educating the general public?



These figures highlight the need not just for continued learning opportunities offered within the data and marketing industry, but the potential for brands to help customers better understand their rights. Previous research from the DMA has uncovered the connection between trust and willingness for customers to share data. One way to help consumers feel more comfortable and trusting in what brands do with their data is through transparency. Therefore, to guarantee this transparency, the right consent and preference management systems need to be in place, as we've seen in this report.

/ About the Data & Marketing Association

The Data & Marketing Association (DMA) is the driving force of intelligent marketing.

Guided by our customer-first principles enshrined in the DMA Code, we champion a rich fusion of technology, diverse talent, creativity, research and insight to set standards for the UK's data and marketing community to meet in order to thrive.

We deliver this mission through a fully integrated, classroom-to boardroom approach that supports you, your team and your business at every stage of your development.

Through DMA Talent we create pathways for the next generation of marketers to emerge; our world-class training institute, the Institute of Data & Marketing (IDM), delivers learning at corporate and individual levels; and through the DMA we deliver advocacy, legal and compliance support, research, insight and a packed events calendar.

And with over 1,000 corporate Members, we are Europe's largest community of data-driven marketers.

www.dma.org.uk

/ About OneTrust PreferenceChoice

OneTrust PreferenceChoice™ enables marketers and publishers to drive transparent user experiences, build trust, and comply with hundreds of global data privacy regulations, including the CCPA, TCPA, CASL, and GDPR. With PreferenceChoice, organisations can implement a privacy first, customer centric approach to marketing and sales activities, collect user consent and preferences across channels, domains, and devices, scan for website and mobile app tracking technologies, automate consumer rights requests, and centralise consent and preferences data for easy consumption across martech systems.

OneTrust PreferenceChoice is the #1 CMP (according to [AdZerk](#)) and is an IAB-registered Transparency and Consent Framework (TCF) 2.0 vendor.

OneTrust is the only vendor to receive the [highest rank](#) in all areas of the KuppingerCole Privacy and Consent Management Leadership Compass. In 2020, OneTrust was named the #1 [fastest growing company on the Inc. 500](#), is one of Fast Company's 2019 [World's Most Innovative Companies](#), and is led by our CEO Kabir Barday, a 2019 EY Entrepreneur of the Year in the United States.

OneTrust PreferenceChoice is a part of OneTrust, the #1 most widely used privacy, security and governance platform used by more than 6,000 customers and powered by 100 awarded patents. OneTrust PreferenceChoice is infused with intelligence by the OneTrust Athena™ AI and robotic automation engine, and integrates seamlessly with the full OneTrust platform, including OneTrust Privacy Management Software, OneTrust Vendorpedia™, OneTrust GRC, OneTrust Ethics, OneTrust DataGuidance™, OneTrust DataDiscovery™, and OneTrust DataGovernance.

OneTrust's team of 1,500 privacy, security and trust experts are co-headquartered in Atlanta and London, with additional offices in Bangalore, Melbourne, Seattle, San Francisco, New York, São Paulo, Munich, Paris, Hong Kong, and Bangkok.

Backed and co-chaired by the founders of Manhattan Associates (NASDAQ: MANH) and AirWatch (\$1.54B acq. by VMware), and supported by over \$400 million funding from Insight Partners and Coatue, the OneTrust leadership team has significant experience building scalable, enterprise software platforms. OneTrust is also guided by an external advisory board of renowned privacy experts and an in-house global privacy and legal research team.

Be a More Trusted Organisation™. For more, visit [PreferenceChoice.com](#) or connect on [LinkedIn](#).

/ Methodology

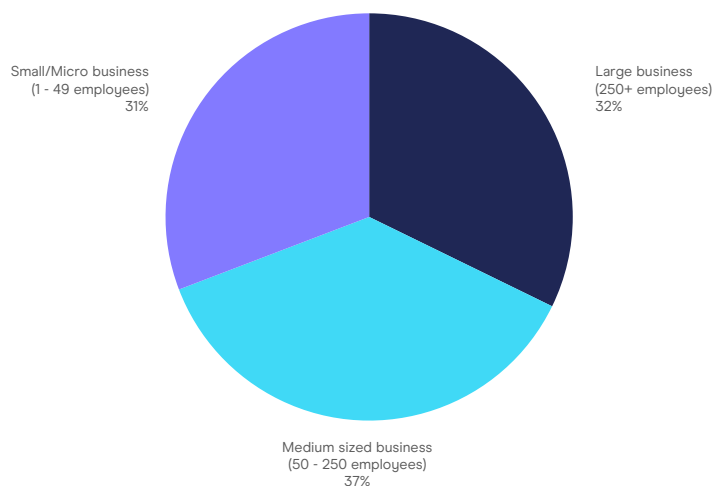
'Data Management: Breaking Down Consent and Preferences' is an initiative undertaken by the DMA in partnership with OneTrust PreferenceChoice.

The research was conducted in August 2020 via an online survey of 212 respondents that work in marketing in the UK (details below). The data was collected and collated by Qualtrics, then analysed by the DMA Insight department. The report was written by the DMA Insight department and it was produced in collaboration with OneTrust PreferenceChoice. The report was proofed and designed by the DMA's in-house Brand and Content team.

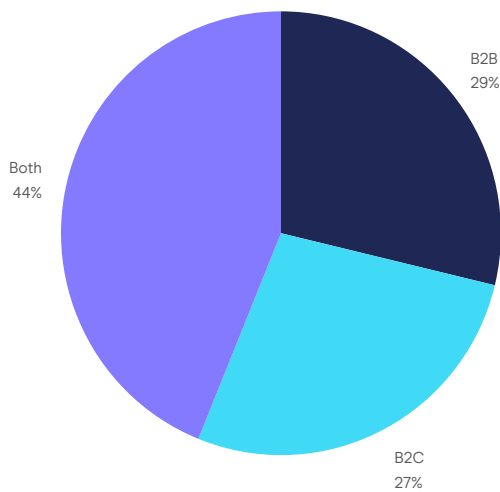
The survey consisted of a maximum of 38 questions. These questions were reviewed by the DMA and OneTrust PreferenceChoice to ensure relevance to the current state of the industry. Unless referenced, all data included in this report is taken from this survey.

If you have any questions about the methodology used in the report, you can contact the DMA's research team via email: research@dma.org.uk.

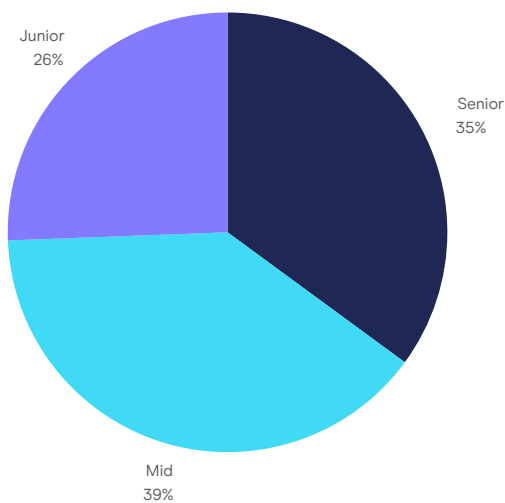
How would you classify your organisation?



Is your business primarily B2B, B2C or both?



Which of the following best describes your current role?



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