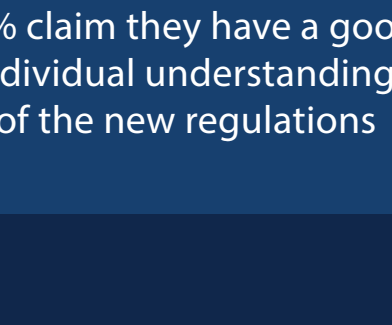


Data privacy – Marketing's GDPR journey

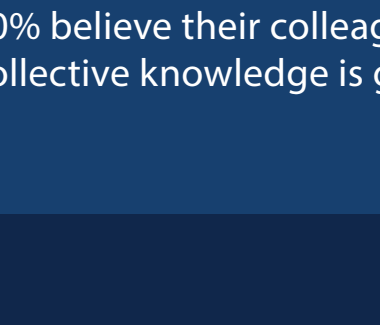
We've tracked marketers through GDPR implementation and beyond, from first impressions, to current thoughts.

Knowledge and understanding



90% claim they have a good individual understanding of the new regulations

vs



40% believe their colleagues' collective knowledge is good

On average, respondents consider their organisations to be about 82% compliant



One in five

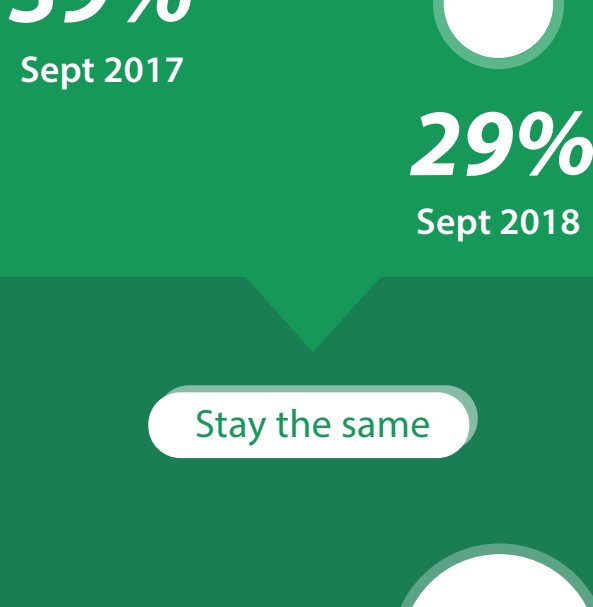


claim their business is 100% in-line with the new rules

Ability to meet customer needs and sales

Organisation's ability to meet their customers' needs:

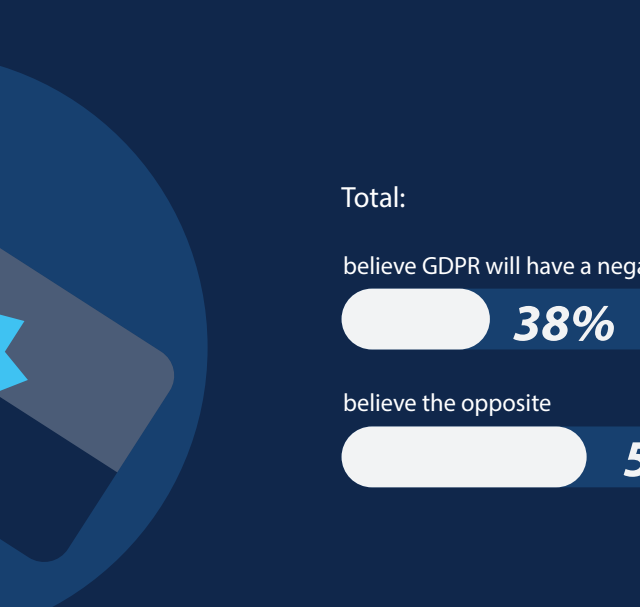
Improve



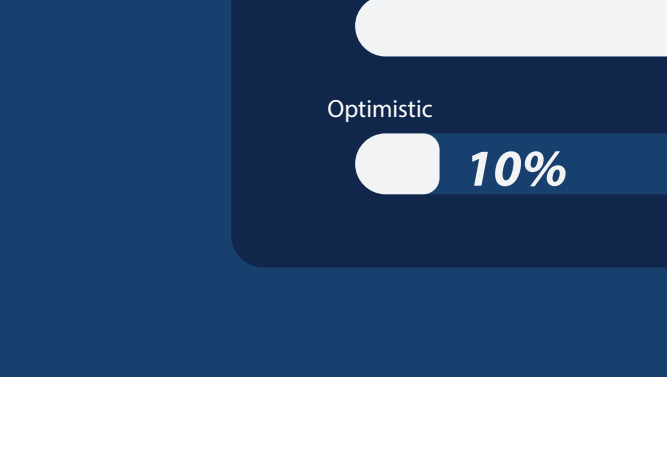
Stay the same



Get worse



GDPR's impact on sales:



Total:

believe GDPR will have a negative impact



believe the opposite

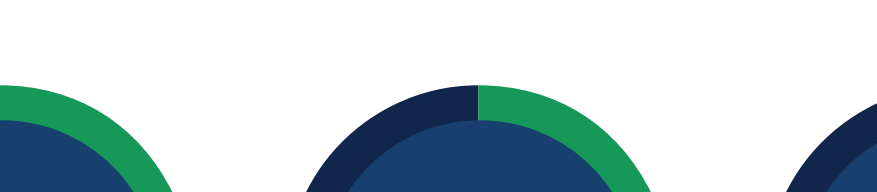


B2C marketers:

Negative



Optimistic

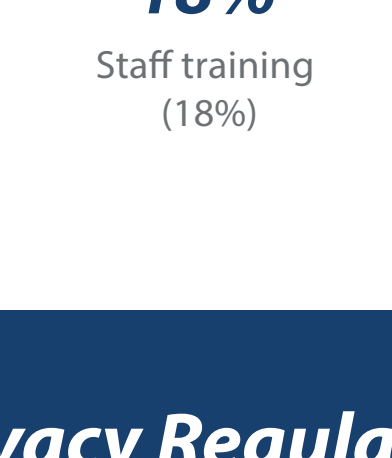


Main priorities



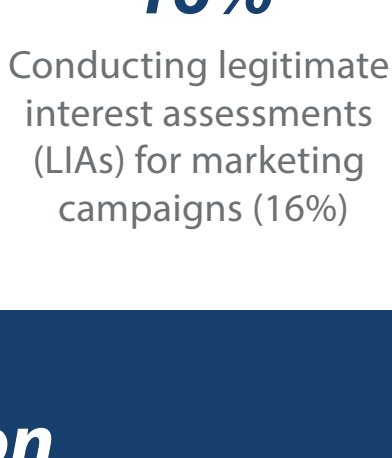
18%

Implementing data privacy by design for data processing (18%)



18%

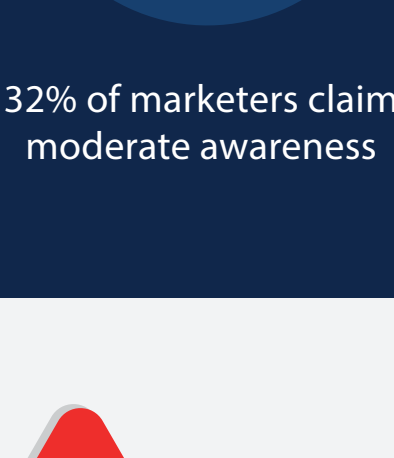
Staff training (18%)



16%

Conducting legitimate interest assessments (LIAs) for marketing campaigns (16%)

ePrivacy Regulation



32% of marketers claim moderate awareness



29% state their awareness is good



Changes to email marketing

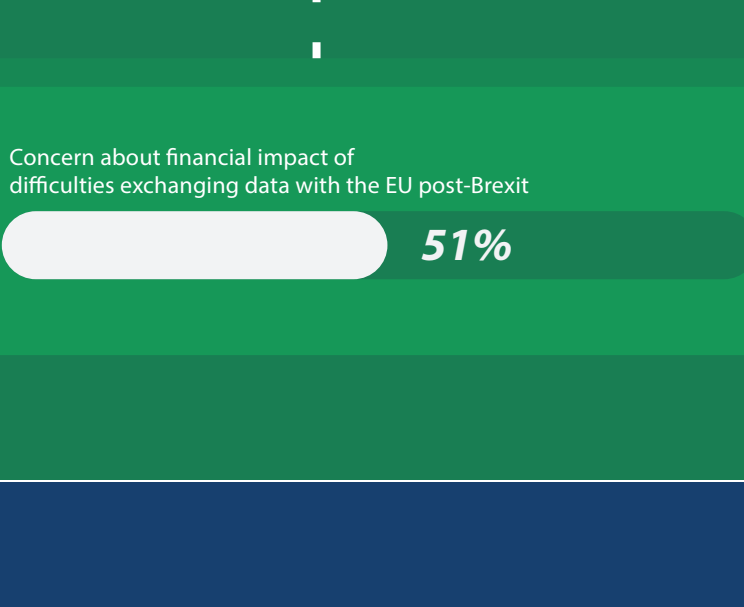


Cookies being under threat

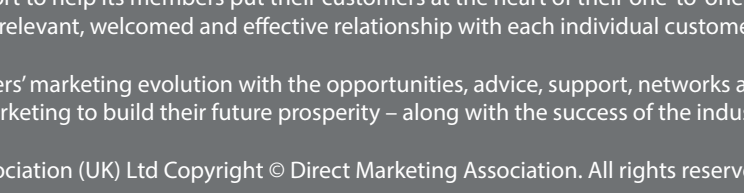


Brexit

90% of marketers want Britain to retain access to a 'digital single market' after Brexit



Concern about financial impact of difficulties exchanging data with the EU post-Brexit



[Find out more](#)

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.

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