



Digital Visitor

The final countdown...

General Data Protection Regulation

In this presentation

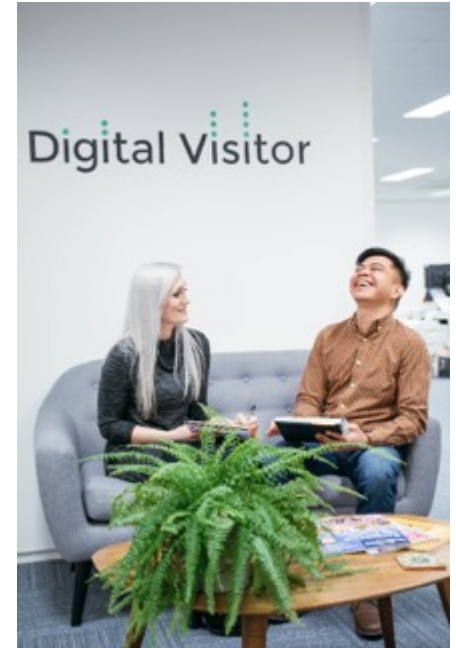
- Overview of GDPR
- Areas to consider
- Statistics to date
- Next steps



About us

People you can talk to. Results that speak for themselves.

An award-winning digital marketing media agency for tourism and hospitality.









The final countdown

Date made: 26th April 2016

Implementation date: 25th May 2018

Purpose:

To protect the personal data and privacy of
EU citizens

Considerations

Considerations

- 1) Consent
- 2) Storage
- 3) Access and Rights
- 4) Breach



Considerations

Practically

- 1) Marketing
- 2) Data processing
- 3) Internal processes



Considerations

2 types of data

Personal data: social security numbers, names, physical addresses, email addresses, but also data such as IP addresses, behavioural data, location data, biometric data, financial information

Sensitive personal data: such as health information or information that reveals a person's racial or ethnic origin, will require even greater protection.

Considerations

3 groups this is relevant to

- 1) **Customer**
- 2) **Marketing prospects**
- 3) **Employees**



Considerations

- DPO or no DPR
- Public authority, large scale customer data (such as a social network)
- Need to demonstrate compliance – board meeting with minutes where you discussed and agreed wasn't necessary.

Consent

Consent

- To use data post 25th May – must be GDPR compliant
- Can not use non-compliant data post 25th May
- Huge marketing impact
- 4 months to convert!



New consent rules

1. Clear on purpose – state clearly what it is to be used for - email, retargeting?
2. Inactivity is not consent – proactive content
3. Double opt in
4. Clear info on who to contact – data controller
5. Up to date, compliant privacy policy and website terms
6. Audit trail - messaging

Storage

Storage

- Where?
- Who has access?
- Encrypted?
- Consider data flow and its journey



Access and Rights

Access and Rights

All about fast and immediate access - 1 month

- Right to be forgotten
- Right to object – may prohibit certain data uses
- Right of Access
- Right of Rectification
- Right of Portability

Protocol in place to manage this through

Breach protocol

Breach protocol

- Clear process for breach
- 72 hours notification
- Procedures in place to manage



Next Steps

Next Steps – in priority order

1. Organise your data

- Where is your data currently located?
- Understand what data you have
- Collect it into a single space
- Protect access
- Create an audit trail – source, messaging if possible, consent protocol?
- Don't forget employees!

Next Steps – in priority order

2. Make your data compliant

- Run a GDPR consent compliant campaign
- Record messaging
- Double opt-in
- Assign data controller
- Clear what the content will be used for
- Update privacy policy and website terms

Next Steps – in priority order

3. Agree storage

- Identify the solution you will use to store all your data
- Who has control
- Protocol
- Insurance update

Next Steps – in priority order

4. Write processes for access, rights and breach protocol

- Ensure rights can be actioned - create process
- Ensure relevant people know what is required
- Write templated emails now and have these checked and reviewed
- Assign a GDPR owner
- Run a drill

Statistics

Historic opt-in

Historic opt-in 70-80%

New opt-in GDPR consent compliant:

- Campaign 1 – UK destination 55%
- Campaign 2 - Tour Operator 55%
- Campaign 3 – Intl destinations 61%



Notable difference

- Reduction in opt-ins by about 25%
- Likely increase in CTR – recommend 1.5-2x CTR from research
- Overall will undoubtedly improve website traffic and email marketing success
- Incentive is huge for improving ad performance for opt-in.



Thank you

Digital Visitor



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