

onetrust

Capture, Govern,
Activate: A Privacy-First
Marketing Data Strategy

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Agenda

- 01.** Drivers of Change Today
- 02.** Privacy & Consent in 2022 and Beyond
- 03.** Defining Consent
- 04.** Privacy-Minded Marketing
- 05.** Takeaways

Drivers of Change Today



CONSUMER EXPECTATIONS & TRUST

69% of consumers say they will stop buying if companies use their data without permission
– Adobe Trust Report 2022



BROWSER & OS UPDATES

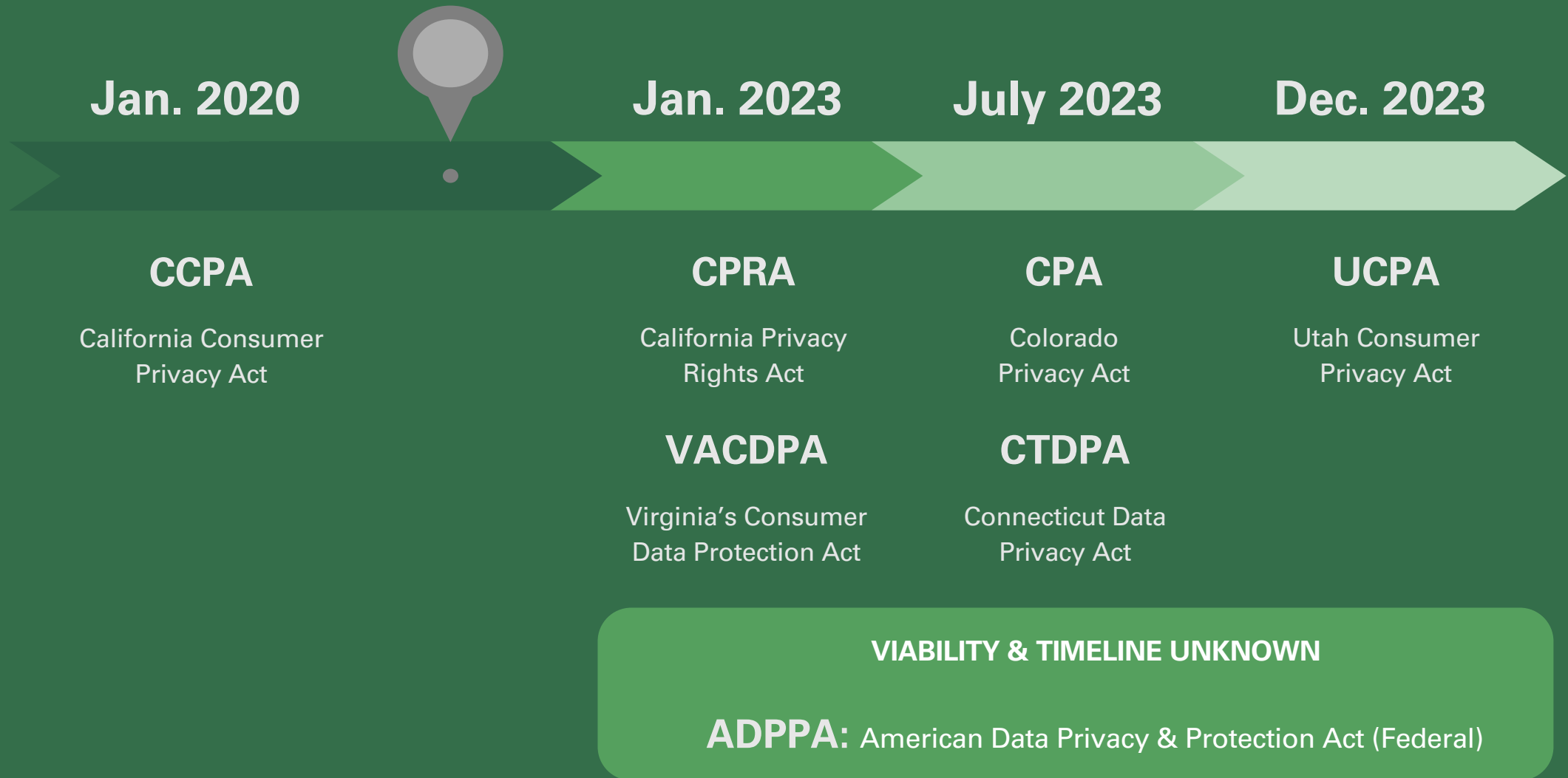
“The market has already lost approximately 50 to 60% of the signal fidelity from third-party identifiers”
– IAB State of Data 2022



PRIVACY LEGISLATION

5 new state-based laws going into effect in 2023 in the US with potential for progress on a federal bill

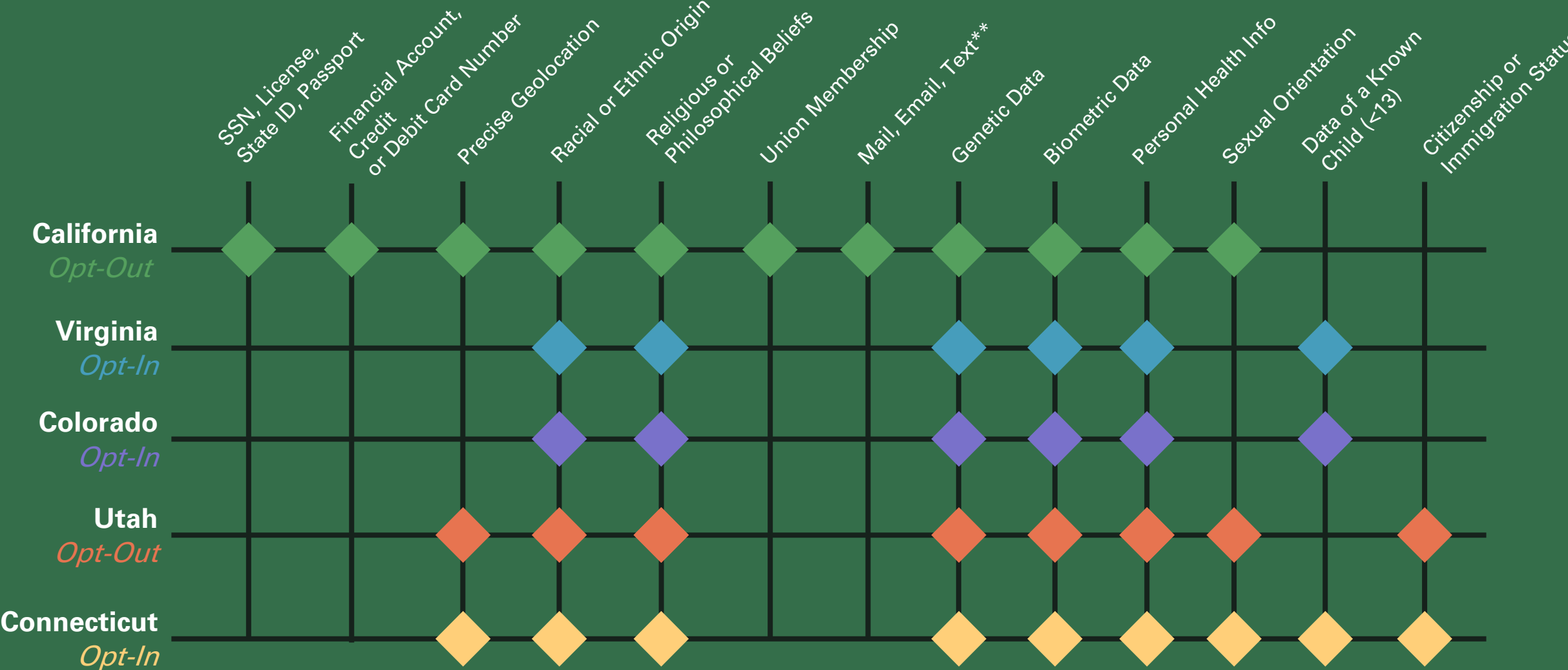
Privacy & Consent in 2022 and Beyond



Expansion of Consumer Rights

Consumer Rights										
Right to Access	Right to Correction / Rectification	Right to Deletion	Right to Opt-Out				Right to Non-Discrimination	Right to limit use and disclosure of Sensitive Personal Information	Right to Appeal	Right to Data Portability
			Sale	Share	Targeted Advertising	Profiling				
										
								Opt-in consent required		
								Opt-in consent required		
										
								Opt-in consent required		

Opt-In / Out Required for Sensitive Personal Information (SPI)



***unless the business is the intended recipient of the communication*

Defining Consent

Consent Requires You To Know

1

WHO?

- Device-based or person-based
- E.g. a cookie or an email address

2

WHY?

- Consent is given for a 'purpose'
- Every business process has an associated purpose
- How long is consent valid?

3

WHERE?

- Consent requirements are regional
- Requirements vary by US-state in 2023
- Certain data types are opt-in vs opt-out

4

HOW?

- Opt-in? Opt-out?
- Web form? Modal? In-app? In-store?

Consent = Experience



RELATIONSHIP

- Privacy rules introduce new interactions with your customers
- All interactions are ongoing while you have a relationship



OPPORTUNITY

- Talk is cheap – how many businesses claim “we care about your privacy”?
- Brands that get this wrong will lose favor & customers

Privacy-Minded Marketing

Every team that leverages
consumer data is responsible for
privacy compliance

Why Should Marketers Care?

1

This is not going away

- “By year-end 2024, Gartner predicts that 75% of the world’s population will have its personal data covered under modern privacy regulations”
- Gartner, Top Five Privacy Trends

2

Privacy requires integration

- Consumer data decisions tell you how to market
- Privacy data is operational & must be available real-time
- Privacy choices must be governed and enforced across the enterprise

3

Privacy risk is brand risk

- Financial penalties are bad, eroding brand equity may be worse
- Enforcement has started in California & may become more common

Takeaways



NOW

Privacy changes are here and they require a co-ordinated response. Marketing must play a very significant role.



NEXT

Pivot from compliance and risk to opportunity & competition.



LATER

Build for the long-term; there will be changes domestically and internationally

Thank you!

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