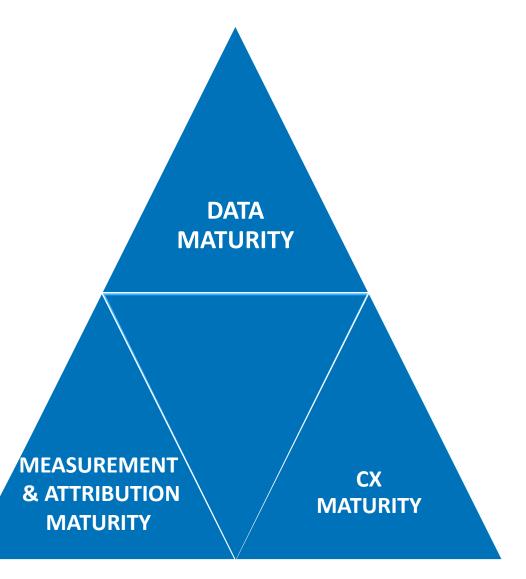
State of Data Privacy '23

PRELIMINARY RESULTS FROM MMA BENCHMARKING STUDY



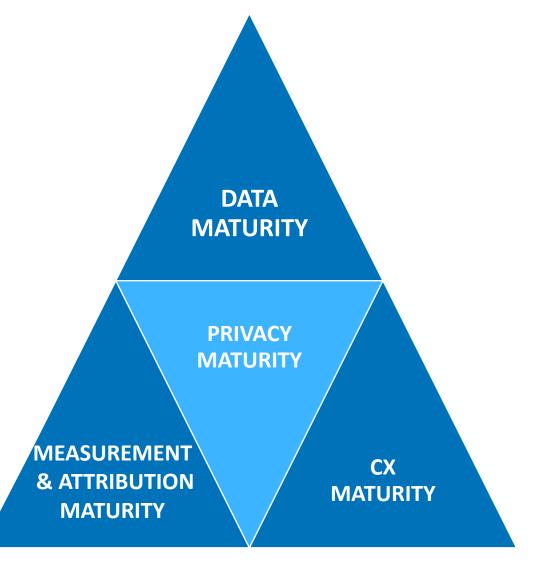
As marketing continues to become more data driven, the MMA has been tracking *how the industry is evolving in key areas:*





We are now adding a critical piece:

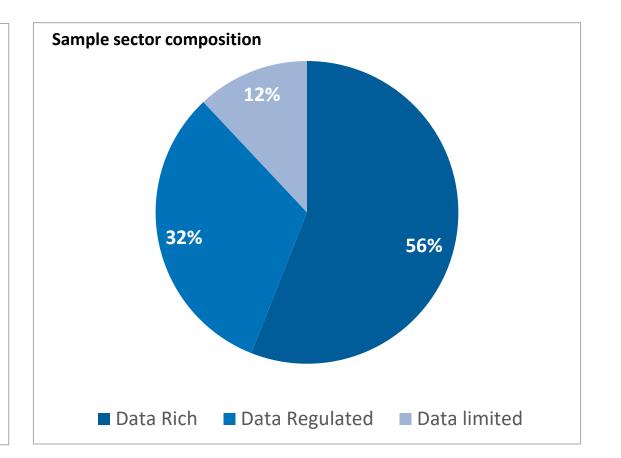
Understanding privacy implications and marketers' practices in this space.





MMA partnered with Appsflyer to launch a benchmark study on the State of Data Privacy

- Preliminary results are based on N=150 senior marketers, with representation of different roles in the marketing Org
- Our surveys represent larger companies (>\$1BN) a mix of sectors
 - **Data rich:** Retail, Tech, telecoms, entertainment
 - Data regulated: Financial, pharma
 - Data limited: CPG, product



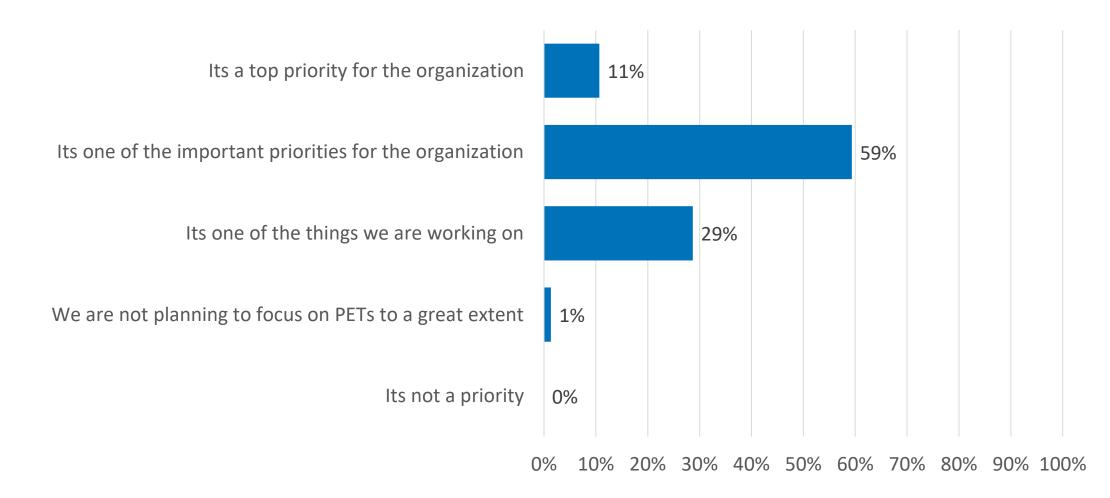




themes from this year's study

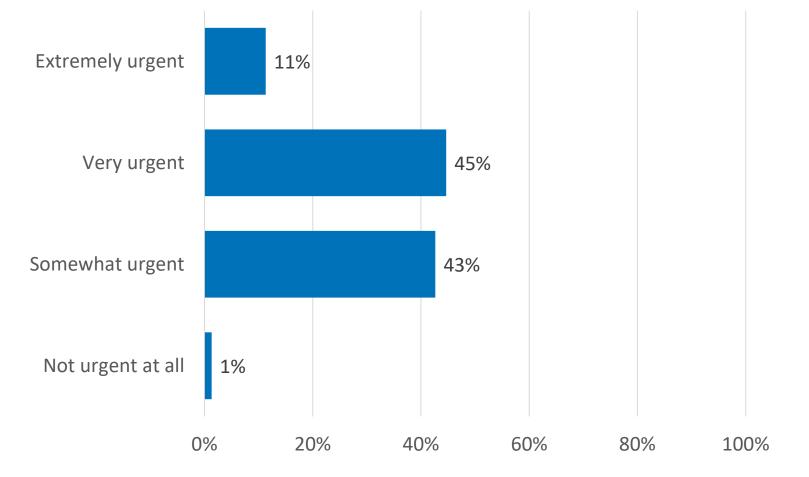


Privacy enhancing technologies (PETs) become a bigger area of focus





Yet, many marketers lack urgency to address Privacy more holistically



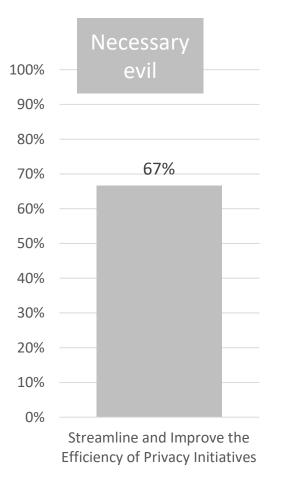
7 Q9. What is the level of urgency of senior leadership in your company when it comes to focusing on data privacy? (N=150)



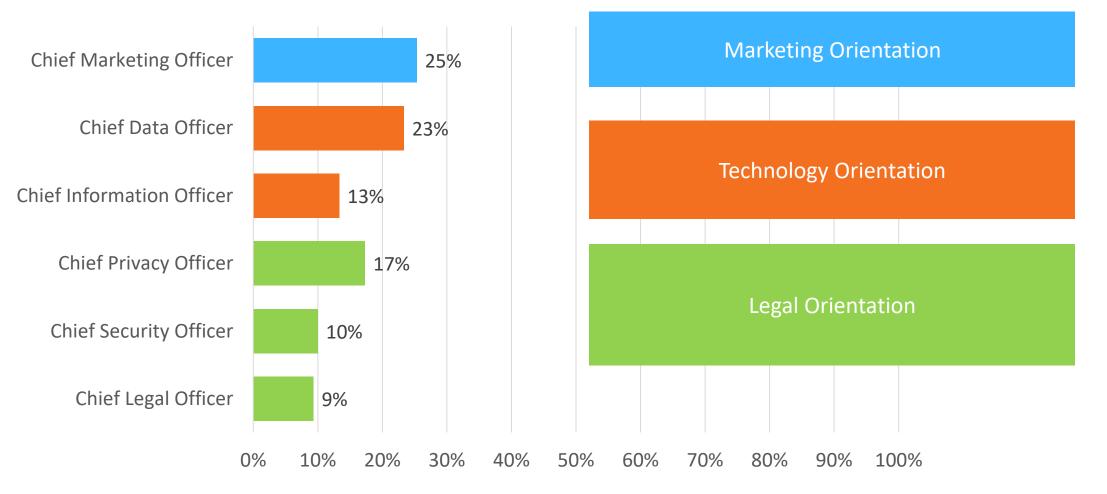
Privacy is primarily seen as a necessary evil that needs to be managed, and secondary as a source of competitive advantage

AppsFl

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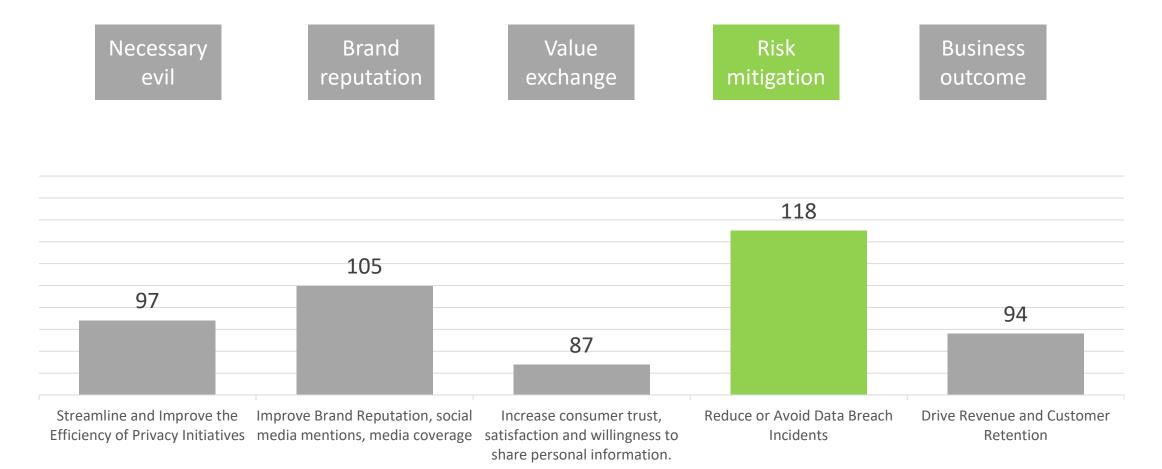


There are 3 different orientations to data privacy, depending on who owns it in the organization



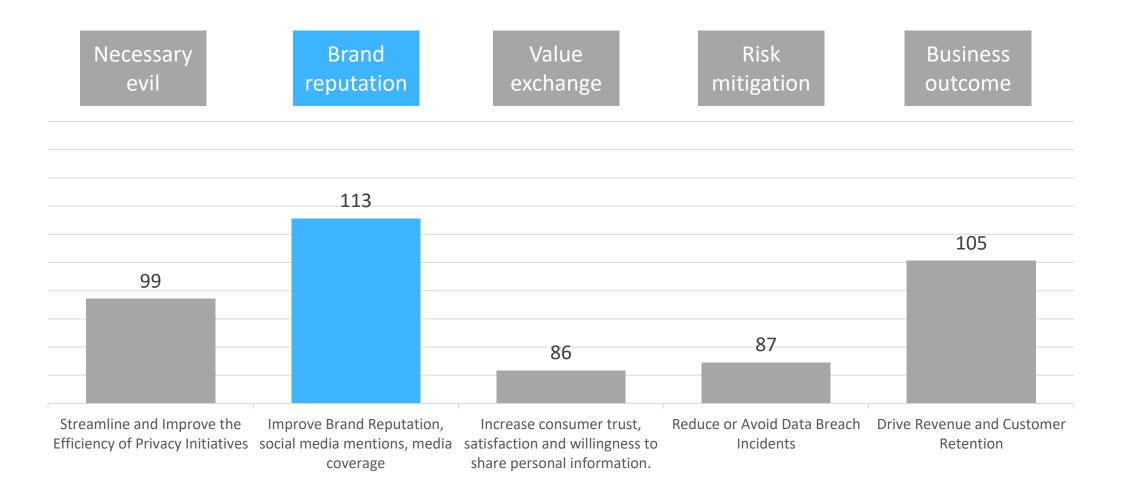


A legal orientation, focuses more on risk mitigation



10 Q8. What does success in privacy look like? How important is each of these outcomes when it comes to your privacy efforts (N=55) – Legal Ownership

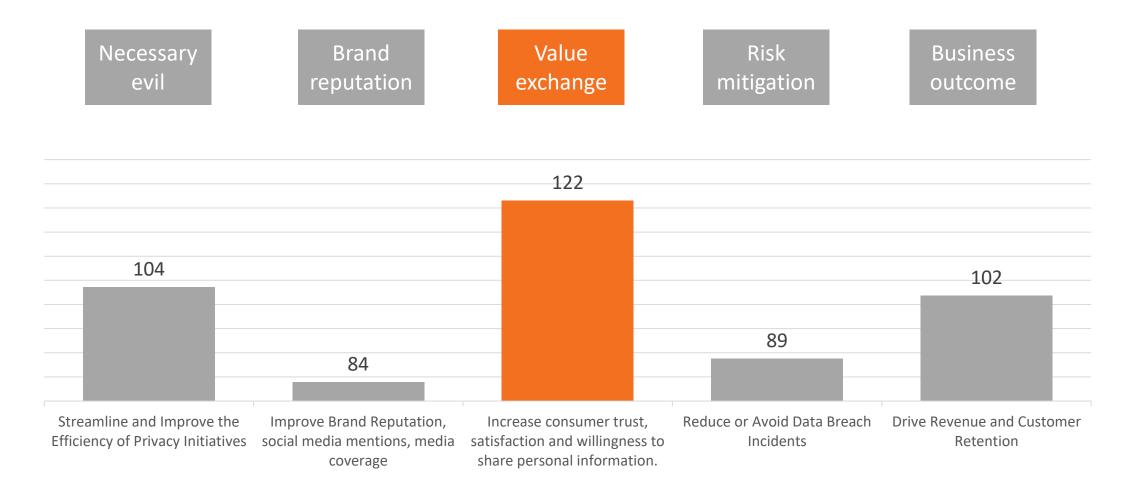
A marketing orientation prioritizes brand reputation



Q8. What does success in privacy look like? How important is each of these outcomes when it comes to your privacy efforts (N=38) - CMO Ownership



A Tech ownership, typically prioritizes a value exchange - better access to personal data



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12 Q8. What does success in privacy look like? How important is each of these outcomes when it comes to your privacy efforts (N=55) – Tech or CDO Ownership

A Comprehensive Framework to guide privacy implementation

1. PRIVACY VISION & ORIENTATION								
C- Level		GOALS						
Ownership and prioritization	Brar reputa		Value exchange		Risk mitigation		Business outcome	
2. PRIVACY IN ACTION								
CONSUMER PRACTICES			DATA MANAGEMENT			CULTURE		
Privacy as default			Lifecycle management				Training & awareness Regular	
Data collection minimization			Integration of privacy in					
Transparency			Operations					
Consent and Choice			Security measures			assessments		
3. PRIVACY TECHNOLOGY								
PET Prioritization	Consent Mgt tools		yptions iologies			Privacy preserving data sharing		



3 initial themes from the State of Data Privacy study

- **1. Fast and Slow:** As (PETs) become a bigger area of focus, many marketers lack urgency to address Privacy more holistically
- 2. Necessary evil: Privacy is still seen as a necessary evil that needs to be managed, and secondary as a source of competitive advantage
- **3.** Three takes on one capability: Legal vs Marketing vs Tech have a different vision for Data Privacy.



Participate in the State of Data Privacy study



Stay tuned, and get notified about the report



