



Consumer Trust

WEBCAST SERIES

October 8, 2024



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Part 1

Privacy as an Enabler: Marketing Strategies in the Age of Data Privacy

Learning Objectives

- a. Identify how new and upcoming regulations impact the way companies are able to leverage customer data and market to their audiences.
- b. Discuss ways the Privacy Officers can position themselves as an enabler to their marketing stakeholders.
- c. Describe innovative privacy-first, marketing strategies that will enhance customer trust, increase lead quality and conversions, and provide a competitive advantage.

Agenda for Today

1 Opening Remarks & Introductions

2 Current Privacy Landscape & Impact on Marketing

3 Ways for Privacy to Enable the Business

4 Evolved Marketing Strategies

5 Q&A

WITH YOU TODAY



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Marketing Technology
Practice Leader, BDO



Taryn Crane

Privacy & Data Protection
Practice Leader, BDO



Hilary Cook

VP, Global Marketing
Operations, Marriott



Chris Zheng

VP, Customer Data
Activation & Audience
Strategy, Marriott



Tell us your role:

- a. Legal, Compliance, or Privacy**
- b. Marketing or Customer Experience**
- c. Technology**
- d. Finance**
- e. Other**



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Privacy Landscape & Impact on Marketing

Privacy Landscape

GROWING REQUIREMENTS ACROSS THE GLOBE

Since the EU launched the GDPR in 2018, there has been a steady rise in modern data privacy regulation across the world.

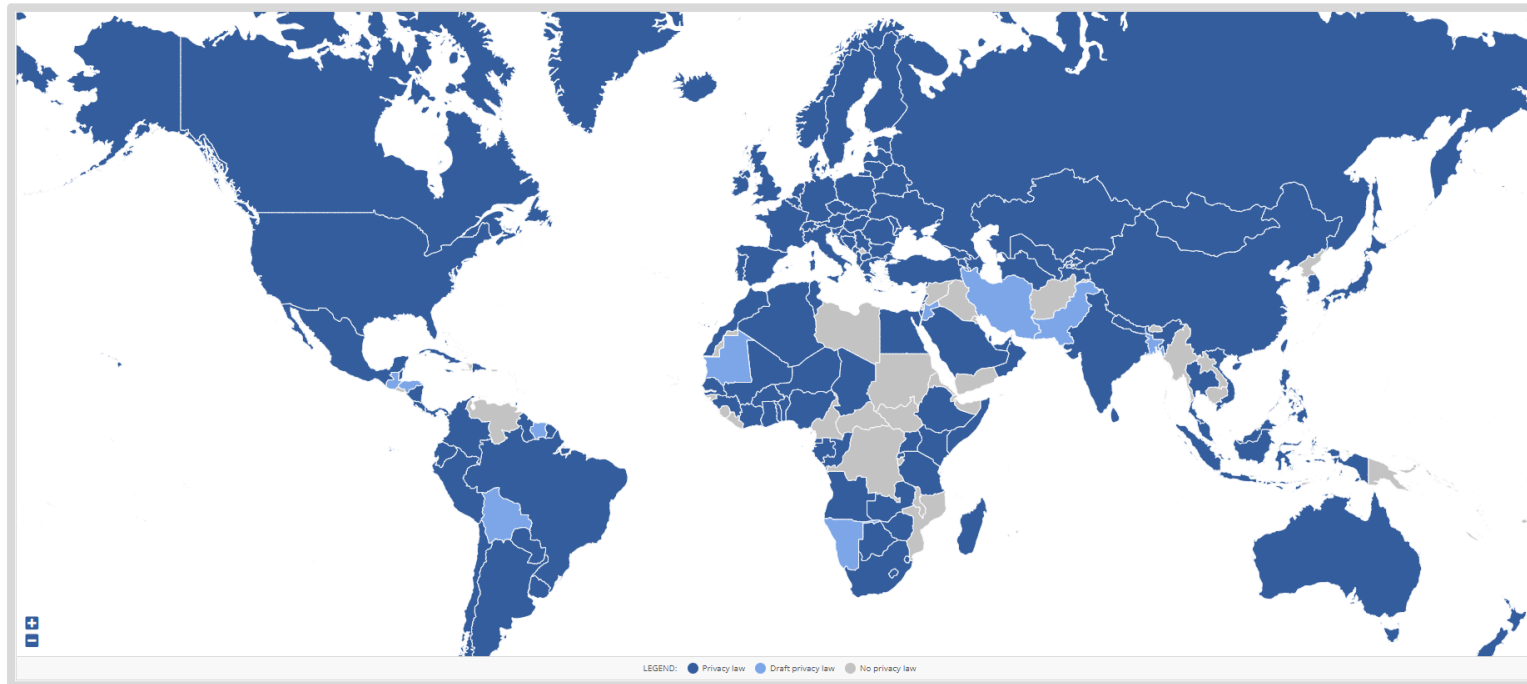


Figure 1: DataGuidance Global Privacy Law Map

COMMON THEMES

Transparency

Notice

Consent

Vendor Due Diligence

Data Sharing

Regulatory Actions

BY THE NUMBERS

By monitoring regulatory activity and analyzing enforcements, we can course correct our own programs to avoid similar issues.

**€60
MILLION**

CNIL FINED FACEBOOK
“DIFFICULTY REFUSING
COOKIES”

**€40
MILLION**

CNIL FINED CRITEO
“FAILURE TO
ADEQUATELY
COLLECT AND
STORE CONSENT”

**\$1.2
MILLION**

CA AG FINED SEPHORA
“FAILURE TO DISCLOSE SALE OF
DATA NO OPT-OUT”

€887

MILLION

LUXEMBOURG FINED AMAZON
“USE OF IMPLIED CONSENT”

**€20
MILLION**

ITALY & SPAIN FINED
VODAFONE
“MARKETING ACTIVITIES
WITHOUT CONSENT”

€8 MILLION

CNIL FINED APPLE “FAILURE TO OBTAIN CONSENT”

Let's Dig In

UNPACK THE STATS

We often hear marketing teams concerned about the loss of data due to opt-in consent requirements and data sharing constraints. They are not alone...

92.8%

OF ADVERTISERS ARE CONCERNED ABOUT
POTENTIAL LOSS OF THIRD-PARTY COOKIES

75%

OF GLOBAL MARKETING
LEADERS RELIED ON
THIRD-PARTY COOKIES

65%

OF USERS
WORRY ABOUT
EXCESSIVE
COOKIE USE
INVADING THEIR
PRIVACY

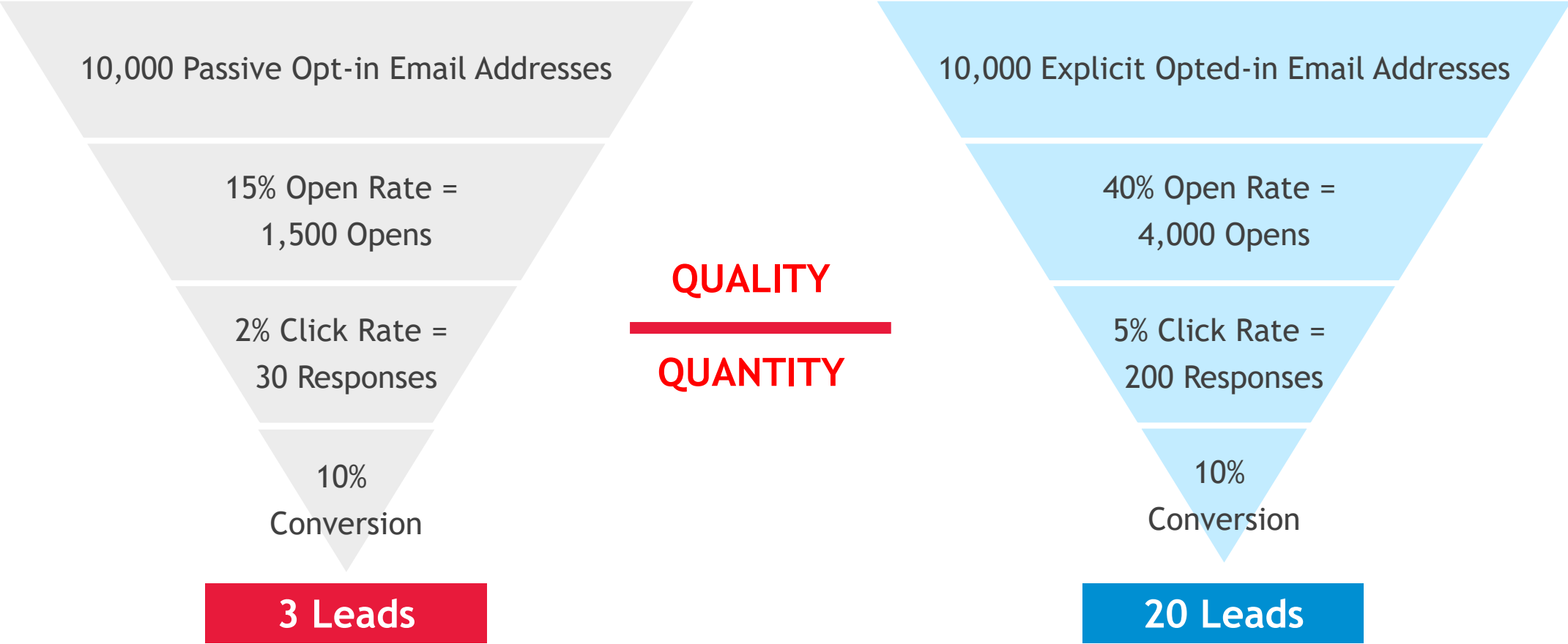
60%

OF INTERNET USERS
ARE WILLING TO
EXCHANGE DATA FOR
DISCOUNTS AND
PREMIUM SERVICES

Lead Conversion Success for Opt-ins

IMPROVE QUALITY WITH OPTED-IN LISTS

Studies have shown that consumers are far more likely to be actively engaged with a brand if they have explicitly opted in.





Knowledge Check:

Do you feel like your privacy program is well-integrated with your business in a way that is enabling growth?

- a. Yes, absolutely
- b. I'm undecided
- c. No



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Privacy as an Enabler

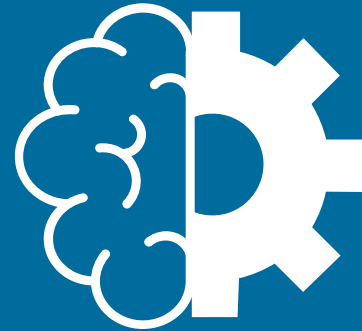
Privacy Enabling the Business



**RELATIONSHIPS
AND VALUE-DRIVEN
COLLABORATION**



**LOW-FRICTION
PRIVACY
OPERATIONS**



**FLEXIBILITY OF
DESIGN**



**CREATIVITY &
CONSUMER TRUST**



Knowledge Check:

Have you adopted any of these strategies at your company? Which has been the most effective?

- a. Relationships
- b. Low-friction Privacy Operations
- c. Flexibility of Design
- d. Creativity and Trust
- e. None yet - can't wait to try these out!



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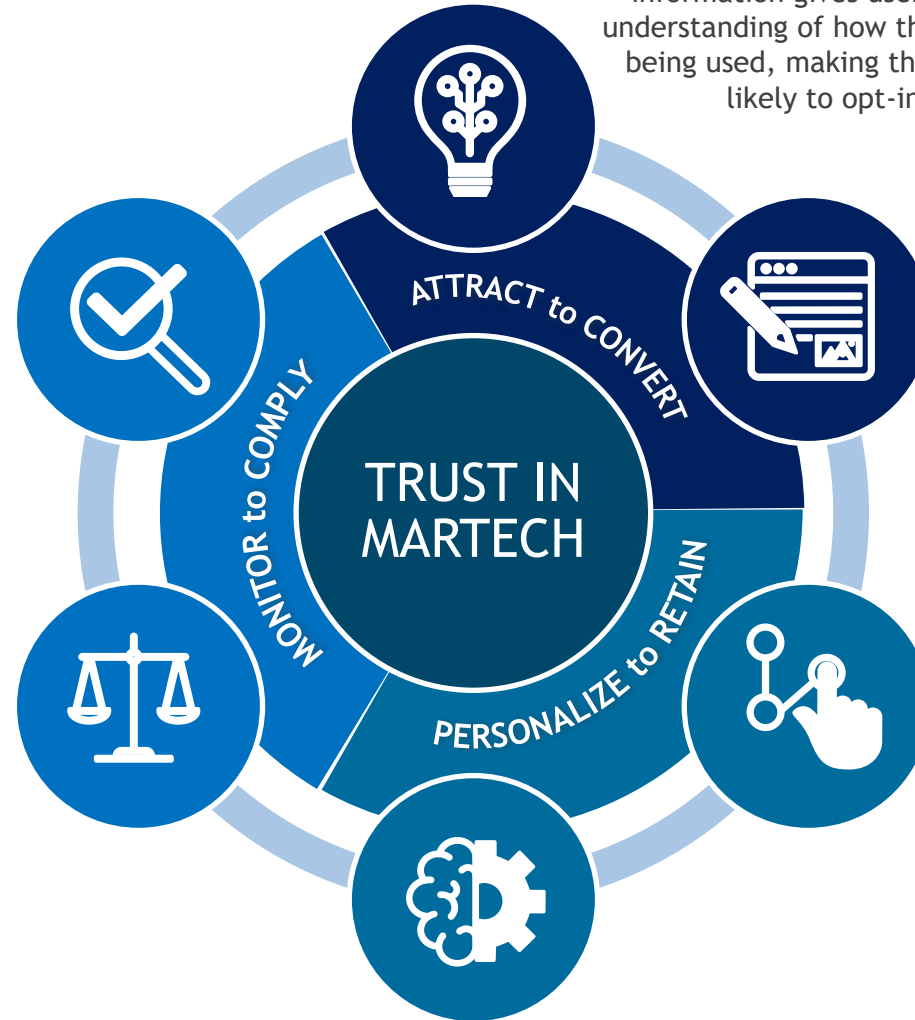
Creative Ways to Build Trust

Trust Lifecycle

It is critical that organizations adapt in the near term to future proof their marketing strategies for continued evolution of regulatory requirements and consumer expectation.

SELF-MONITOR
For elements like website and mobile app compliance, build in monitoring and regression testing for each feature deployment.

BUILD GOVERNANCE
Build collective digital governance policies and procedures that balance goals of both departments.



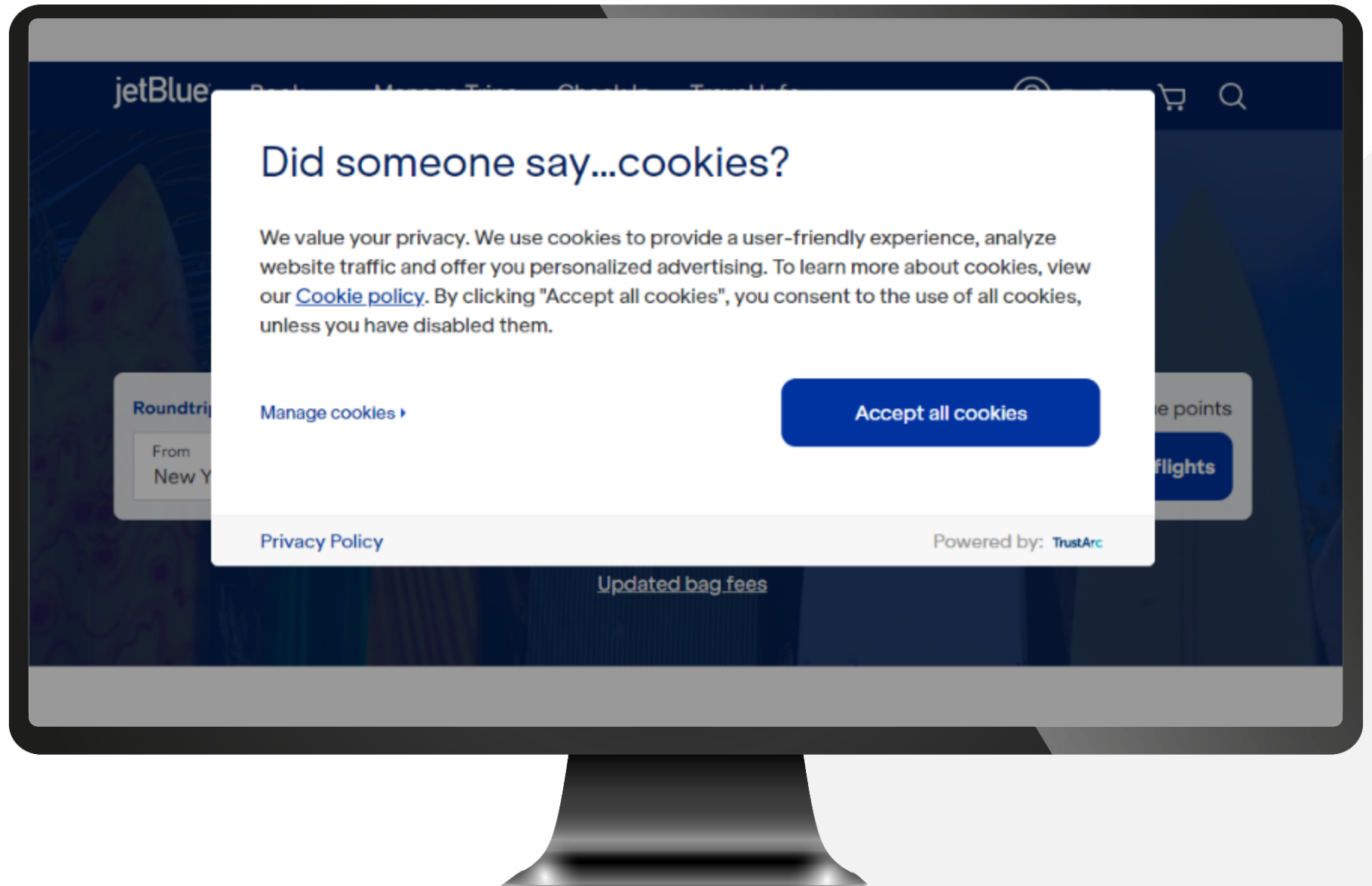
PRIORITIZE TRANSPARENCY
Just-in-time notice, and information gives users better understanding of how their data is being used, making them more likely to opt-in.

UX DESIGN
Don't be afraid to apply UX design to privacy notices, language, and other compliance activities. Consider automation for reduced friction in user experience.

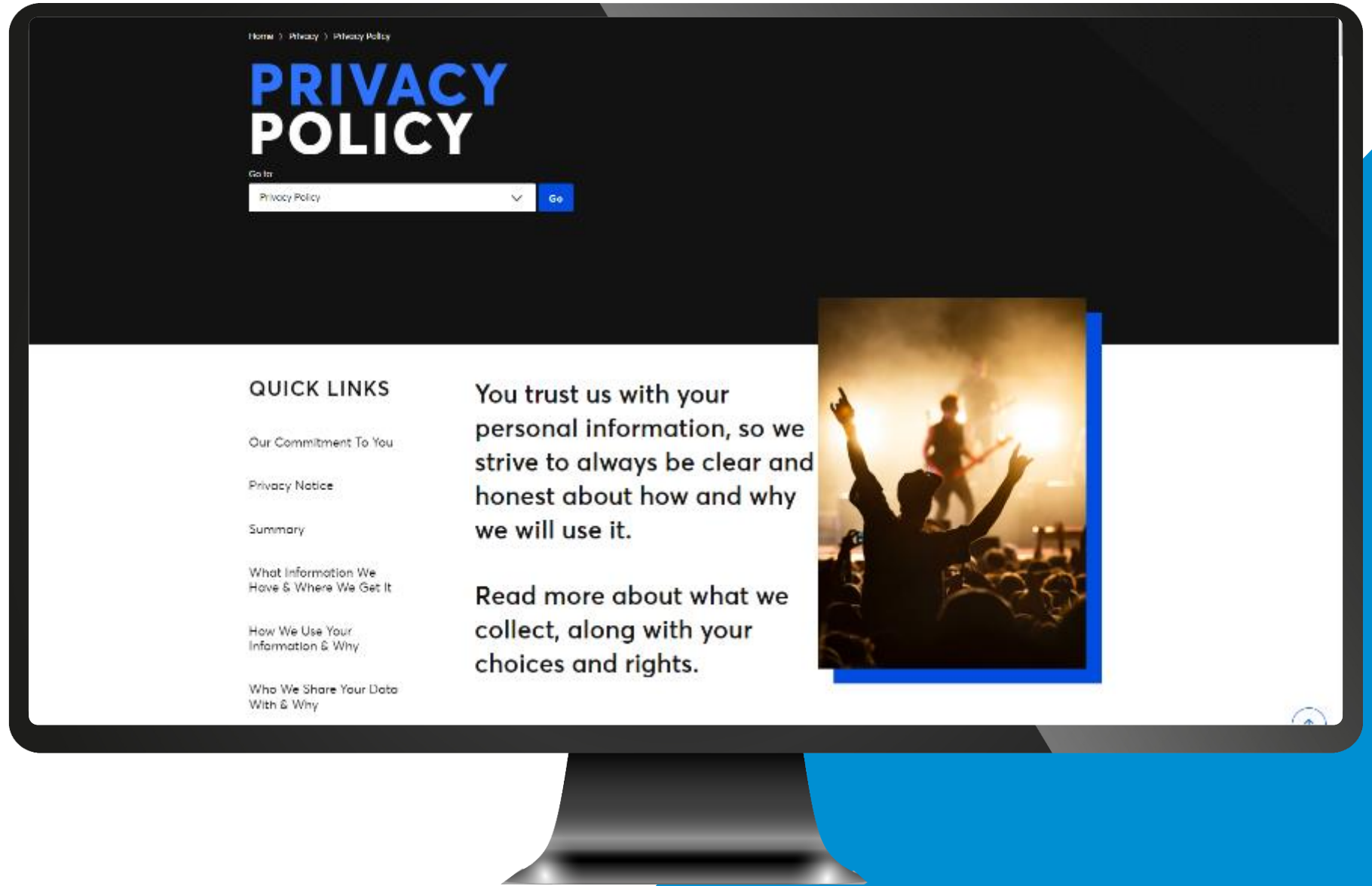
PREFERENCE & PERSONALIZATION
Lean into preference centers, giving users more control of their data and businesses the ability to personalize.

DATA-SHARING PARTNERSHIPS
Consider other avenues for data collection, such as partnerships, to entice customers with other offers, benefits, and experiences.

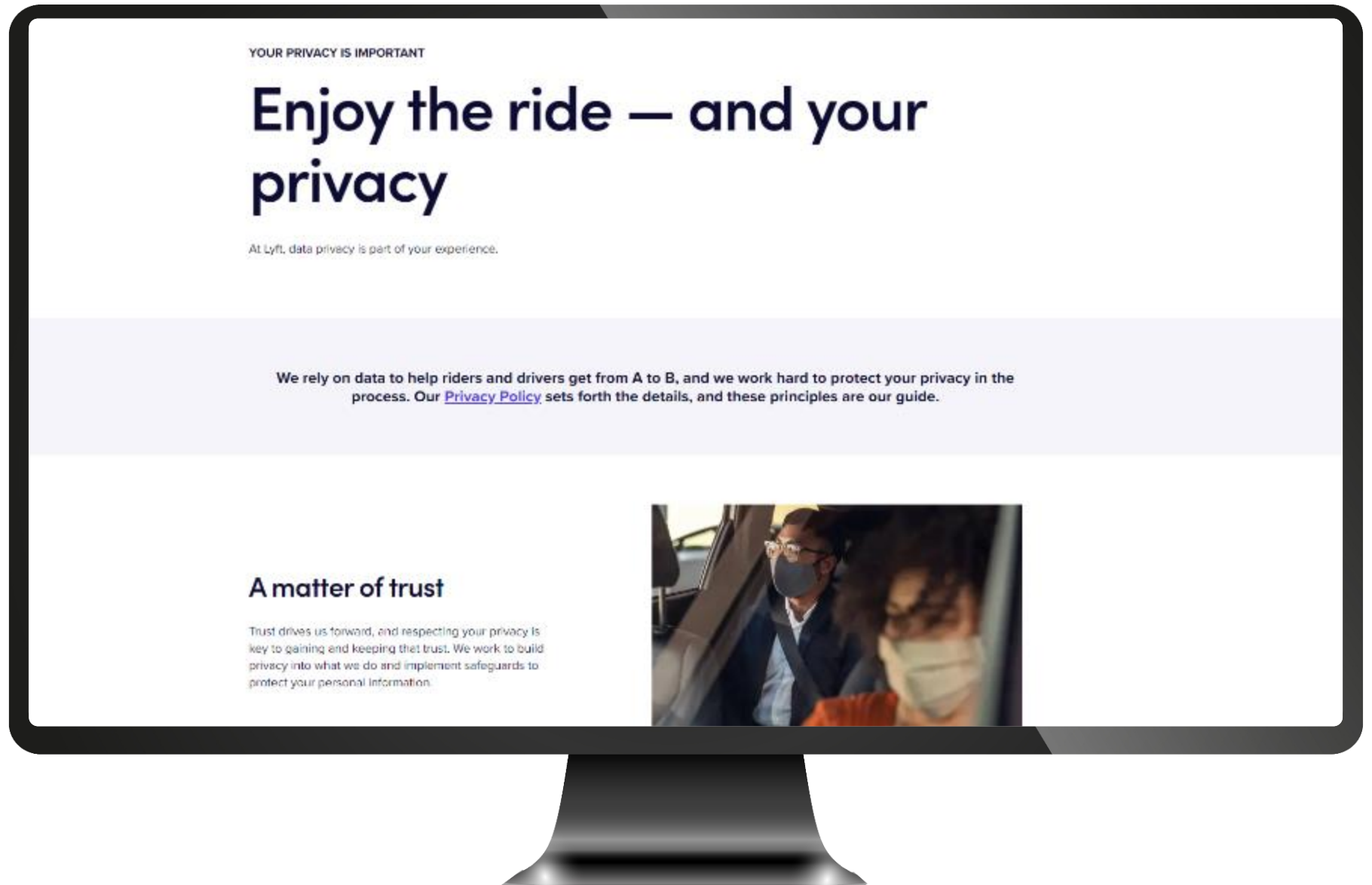
Playful
Language:
jetBlue



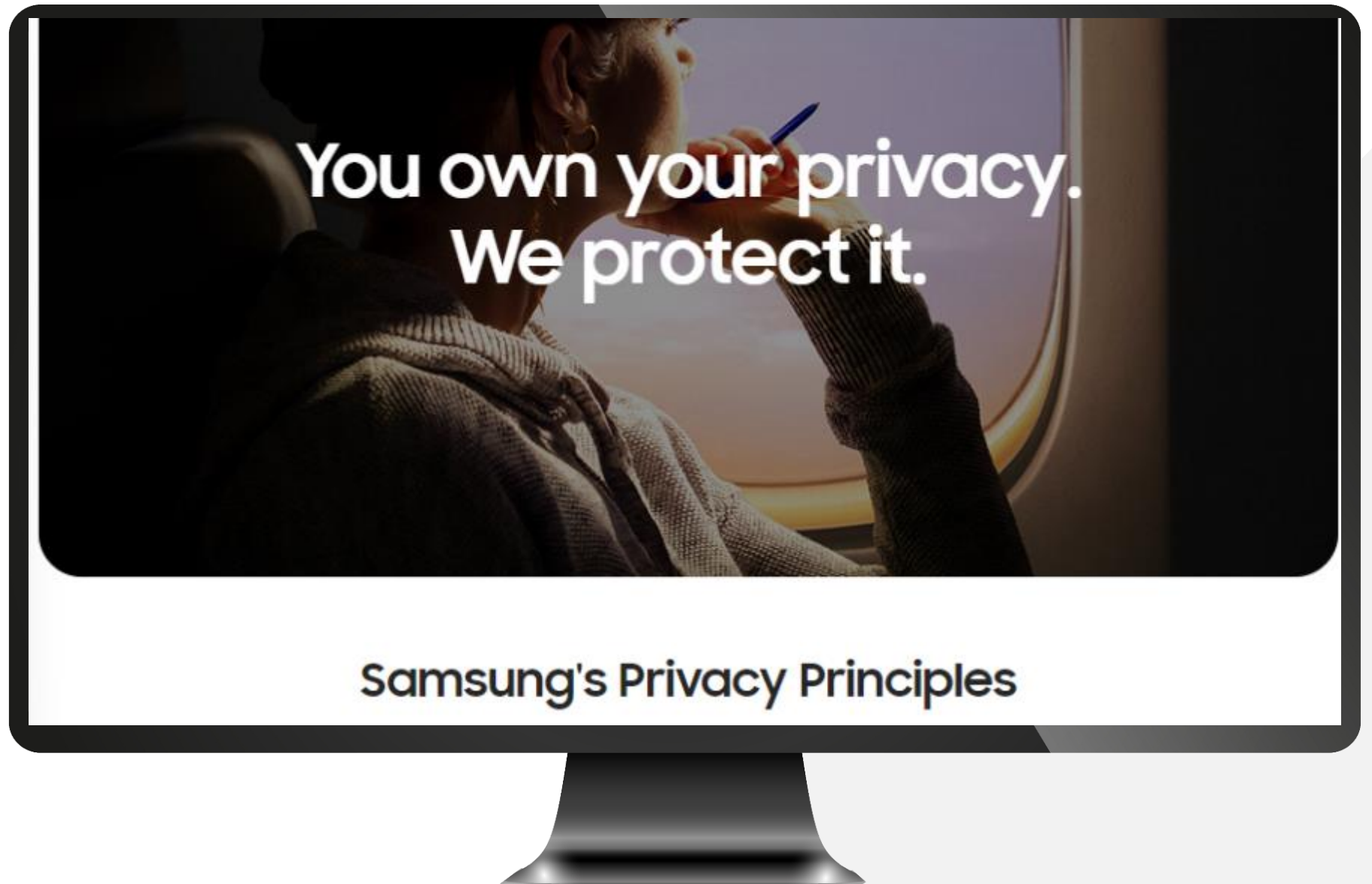
Alignment
With Tone of
Brand:
ticketmaster



Alignment With Product or Service: Lyft



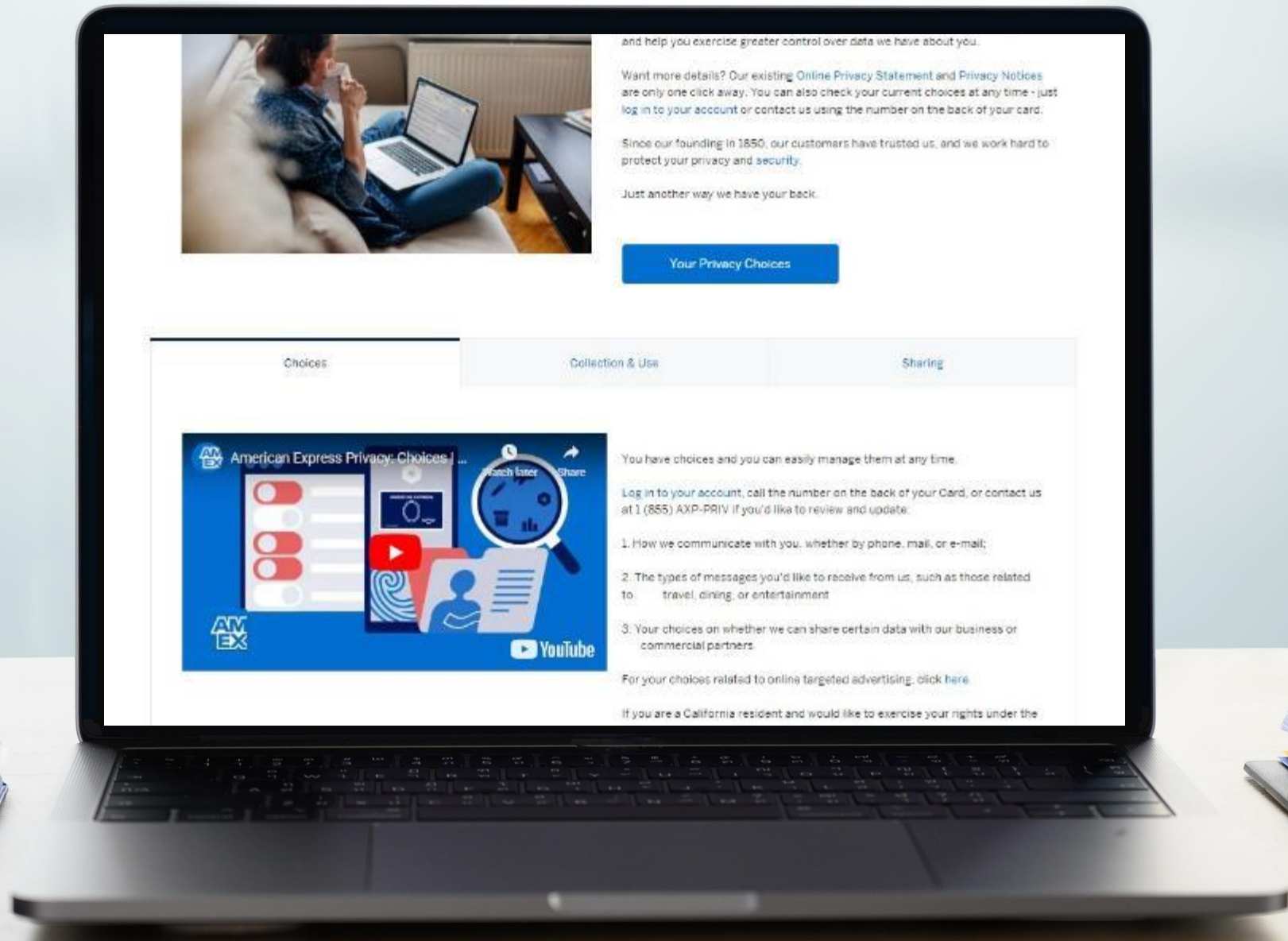
Slogans &
Taglines:
Samsung



Iconography: McDonald's



Multimedia: American Express





Knowledge Check:

Can you name any brands that do this well?

- a. Yes
- b. Only a few come to mind...
- c. No



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Questions?



Part 2

Privacy as an Enabler: Privacy Technology & Automation

Join us on
November 14



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