



Part 1



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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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Practice Leader, BDO



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Operations, Marriott



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VP, Customer Data
Activation & Audience
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Tell us your role:

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



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.

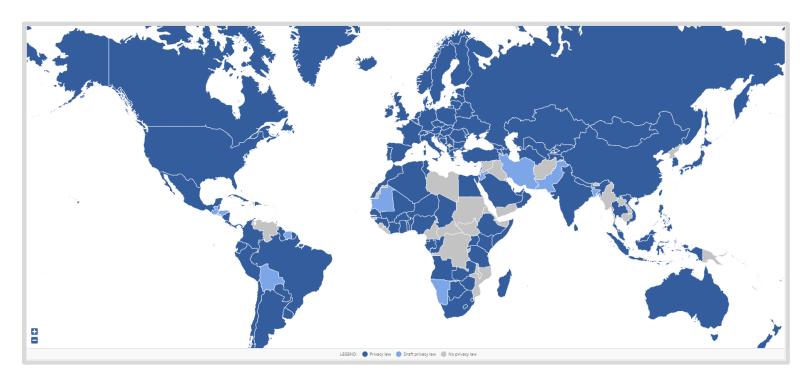


Figure 1: DataGuidance Global Privacy Law Map

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.

E60

MILLION

CNIL FINED FACEBOOK

"DIFFICULTY REFUSING COOKIES"

€40

MILLION

CNIL FINED CRITEO

"FAILURE TO

ADEQUATELY

COLLECT AND

STORE CONSENT"

MILLION DATA NO C

\$1.2

€8 MILLION

CNIL FINED APPLE "FAILURE TO OBTAIN CONSENT"

LUXEMBOURG FINED AMAZON "USE OF IMPLIED CONSENT"

MILLION

E20

MILLION

ITALY & SPAIN FINED

VODAFONE

"MARKETING ACTIVITIES

WITHOUT CONSENT"

CA AG FINED SEPHORA

DATA NO OPT-OUT"

"FAILURE TO DISCLOSE SALE OF

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

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.

QUALITY

QUANTITY

10,000 Passive Opt-in Email Addresses

15% Open Rate = 1,500 Opens

2% Click Rate = 30 Responses

> 10% Conversion

3 Leads

10,000 Explicit Opted-in Email Addresses

40% Open Rate = 4,000 Opens

5% Click Rate = 200 Responses

> 10% Conversion

20 Leads





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

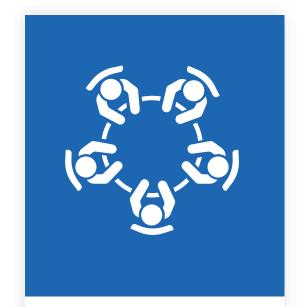
- a. Yes, absolutely
- b. I'm undecided
- c. No



Privacy as an Enabler



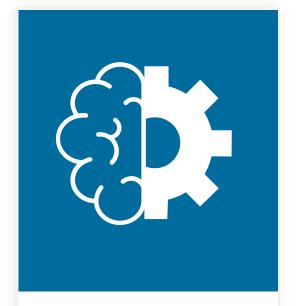
Privacy Enabling the Business



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!



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.

> 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 ATTRACT to CONLERA 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.

BUILD GOVERNANCE

Build collective digital

DATA-SHARING PARTNERSHIPS

TRUST IN

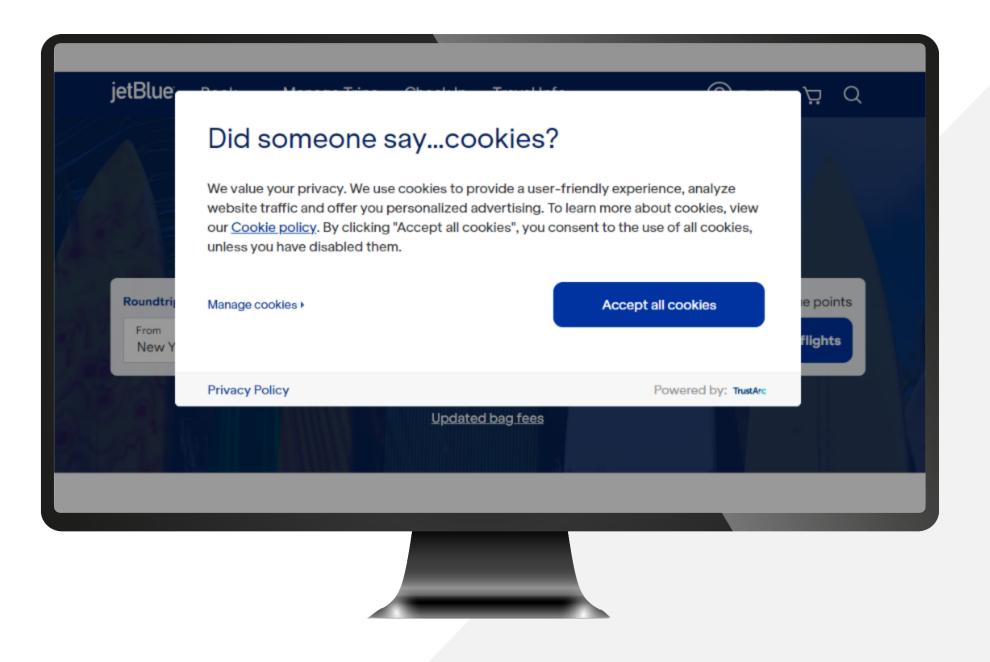
MARTECH

PERSONALIZE to

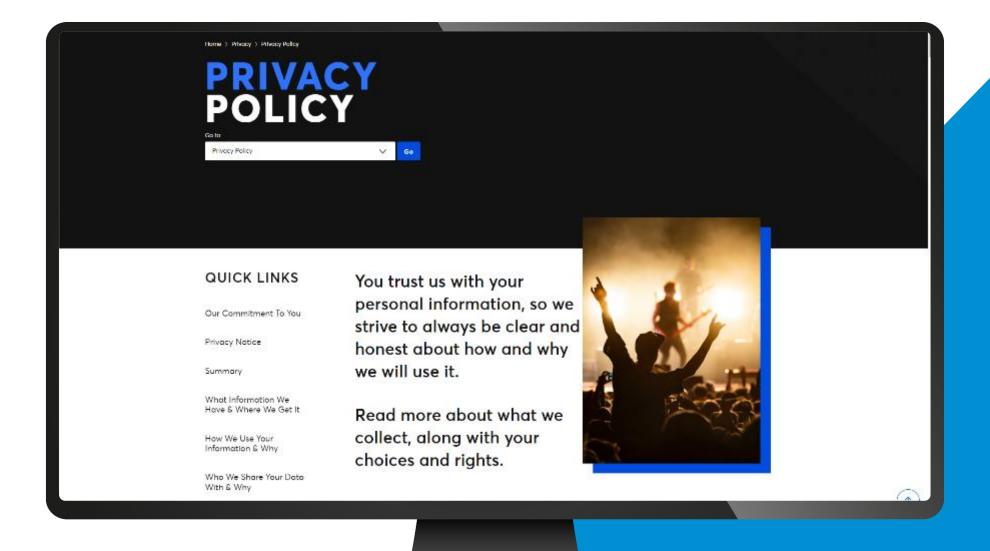
MONITOR to COMPLY

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

YOUR PRIVACY IS IMPORTANT

Enjoy the ride — and your privacy

At Lyft, data privacy is part of your experience.

We rely on data to help riders and drivers get from A to B, and we work hard to protect your privacy in the process. Our <u>Privacy Policy</u> sets forth the details, and these principles are our guide.

A matter of trust

Trust drives us forward, and respecting your privacy is key to gaining and keeping that trust. We work to build privacy into what we do and implement safeguards to protect your personal information.



Slogans & Taglines: Samsung



McDonald's Global Customer Privacy Statement Overview

Read Full Privacy Statement

Iconography: McDonald's







Information We Collect & Process

The McDonald's entity in your jurisdiction ("We") collects information that you provide to us; Information that is created automatically when you use our technology solutions; information that we receive from third parties including other McDonald's entities; and information that is publicly available—for example, through your social media interactions.

Read More

How We Use The Information We Collect

We use your personal information to personalize and Improve your customer experience and to provide our products and services to you in new innovative ways. We will also use your information to inform you about our and our partner's products and services.

Read More

How We Share Your Information

We may share your information within the McDonald's Family, which includes McDonald's Corporation, its subsidiaries and McDonald's franchisees, and our vendors.

Read More

Multimedia: American Express



and help you exercise greater control over data we have about you.

Want more details? Our existing Online Privacy Statement and Privacy Notices are only one click away. You can also check your current choices at any time - just log in to your account or contact us using the number on the back of your card.

Since our founding in 1850, our customers have trusted us, and we work hard to protect your privacy and security.

Just another way we have your back.

Your Privacy Choices

Choices

Collection & Use

Sharing



You have choices and you can easily manage them at any time.

Log in to your account, call the number on the back of your Card, or contact us at 1 (855) AXP-PRIV if you'd like to review and update.

- 1. How we communicate with you, whether by phone, mail, or e-mail;
- 2. The types of messages you'd like to receive from us, such as those related to travel, dining, or entertainment.
- Your choices on whether we can share certain data with our business or commercial partners.

For your choices related to online targeted advertising, click here.

If you are a California resident and would like to exercise your rights under the



Can you name any brands that do this well?



b. Only a few come to mind...

c. No





Questions?



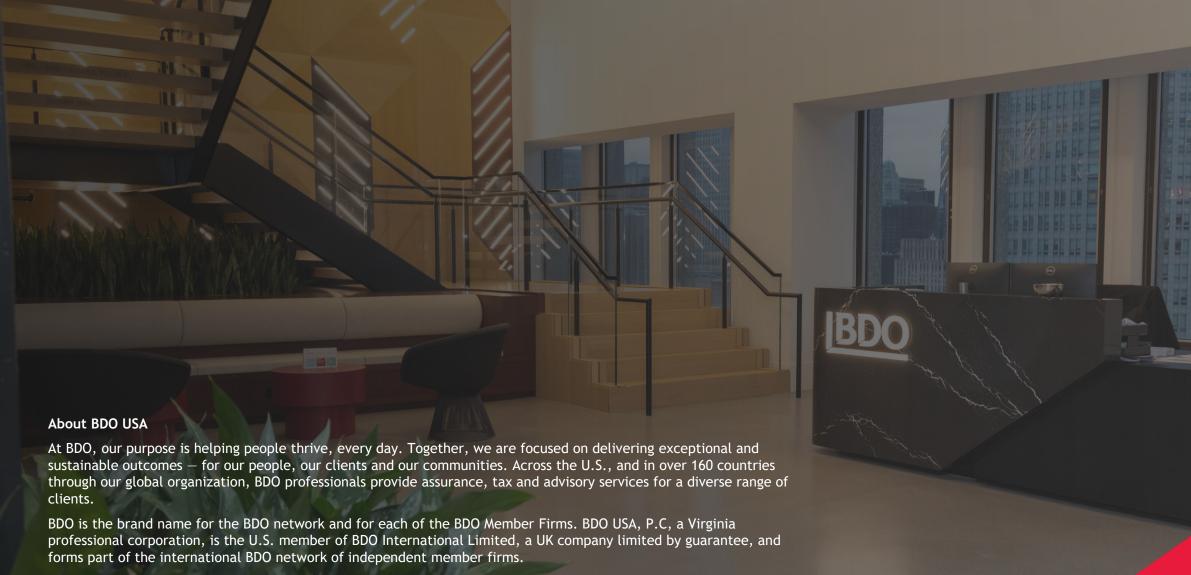


Part 2

Privacy as an Enabler:
Privacy Technology
& Automation

Join us on November 14

<u>|BDO</u>



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