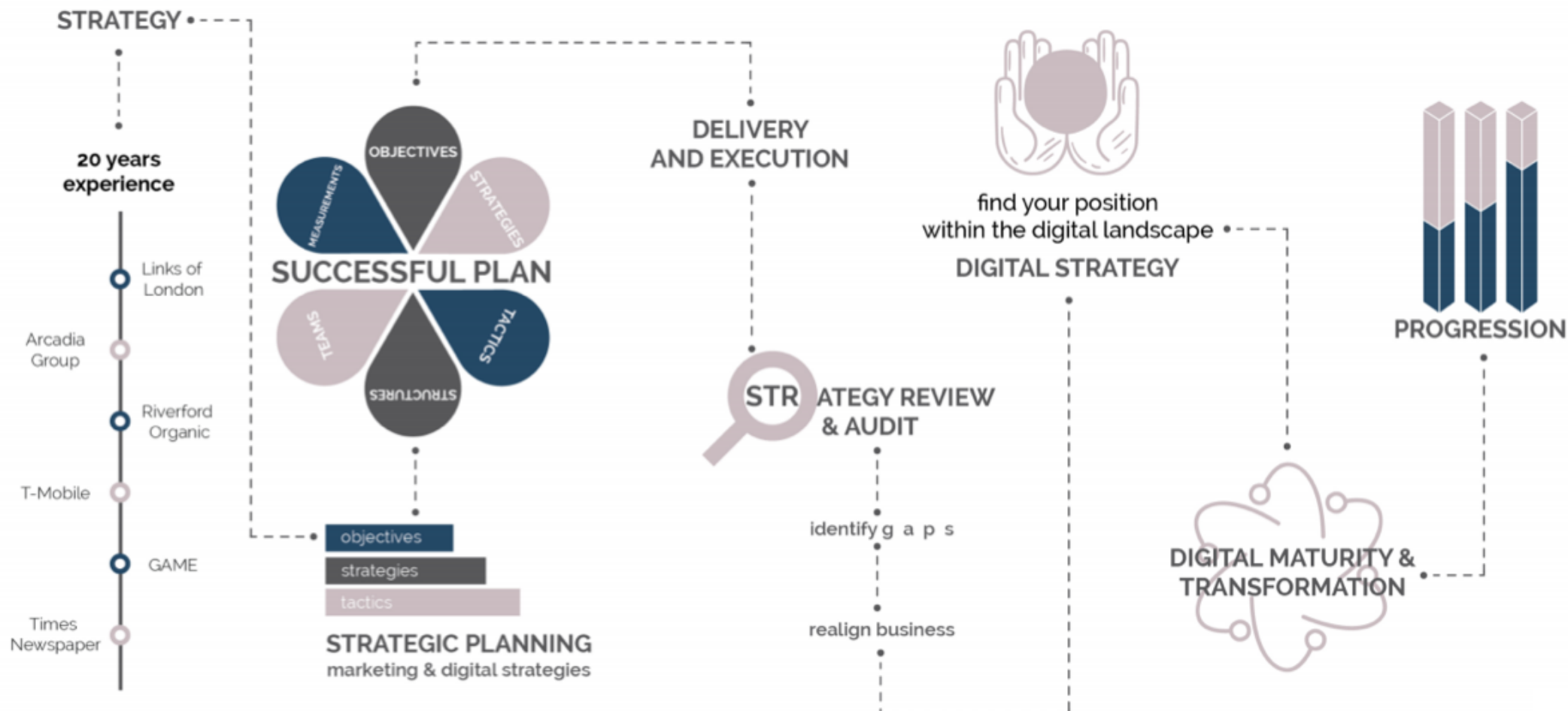




STRATEGY



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The Changing B2B Market

- According to Accenture 94% of B2B buyers conduct research at some point in their buying process.
- B2B buyers review on average of 10.4 sources in any buying situation.
- Research by Forrester shows that 59% of buyers prefer to do research online rather than interacting with a Sales Rep as they feel they are trying to push a product rather than a solution.
- Millward Brown and Google carried out research in '14 on the demographics of B2B researchers. This research showed that just under half of B2B research is carried out by 18-34 year olds.
- Given that research is now 3 years old, it would be safe to assume that over 50% of B2B research is carried out by millennials...

Your position in the B2B Digital Landscape

- According to Google, those involved in the B2B buying process are already 57% of the way down the path to a decision BEFORE they'll actually perform an action on your site.
- Likewise 71% of B2B searches start with a 'generic' query meaning that researchers are looking for a product or service as opposed to your Brand.
- On that basis, if your Digital Strategy consists of simply having a website then there's every probability that you're not being considered until a decision has virtually been made...
- The role of content has risen in importance exponentially, 70% of B2B researchers are watching videos throughout their path to purchase with nearly half of those researchers viewing 30mins or more of B2B related videos.
- Finally, let's not forget the role of mobile... According to the same research by Google, 42% of researchers use a mobile device during the B2B purchasing process with 49% doing so **when at work**.

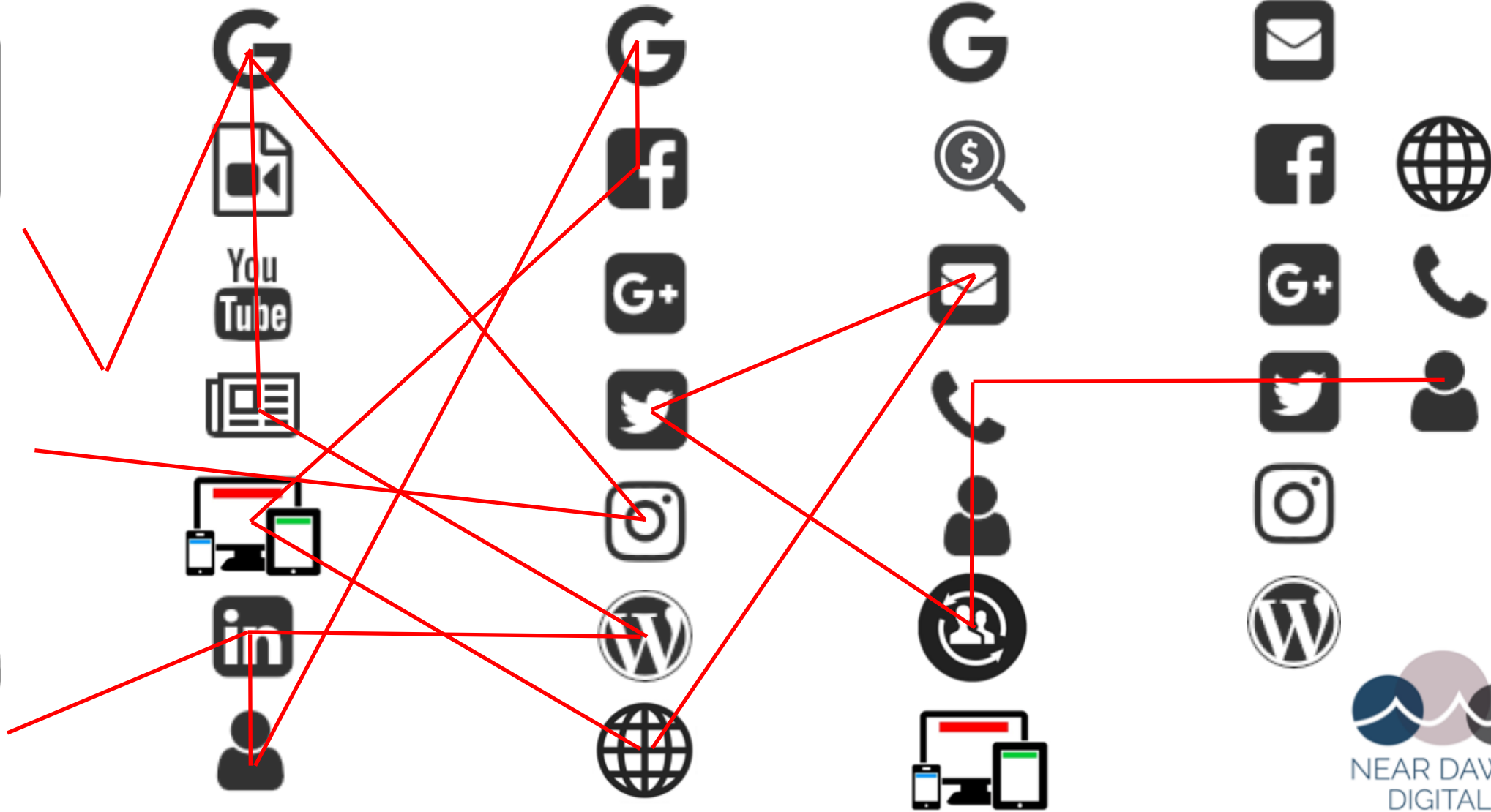
The B2B Customer Journey

AWARENESS

CONSIDERATION

CONVERT

RETAIN



Why is data important?

- Businesses spend a huge amount of time, focus and budget on creating interactions with potential clients and customers.
- However, for the most part these interactions are either wasted or aren't optimised.
- What is being missed is the opportunity to data-capture and create a relationship across channels.
- Capturing data enables a business to build an ongoing dialogue with potential customers.
- However, the ability to effectively collect and process data will be impacted by GDPR.
- GDPR legislation applies to all capture and processing of data regardless of whether it is being obtained on or offline.
- The following slides cover the changes that you'll need to make both when capturing, controlling and processing data as well as some ideas as to how you can minimise the impact of GDPR on the amount data captured.

GDPR – Five areas of focus

- Unbundled Consent Requests
- Active Opt In
- Granular Options to Consent
- Named Organizations
- Easy to Withdraw Consent

Note: We'll also need to touch briefly on ePrivacy...

GDPR – Unbundled Consent Requests

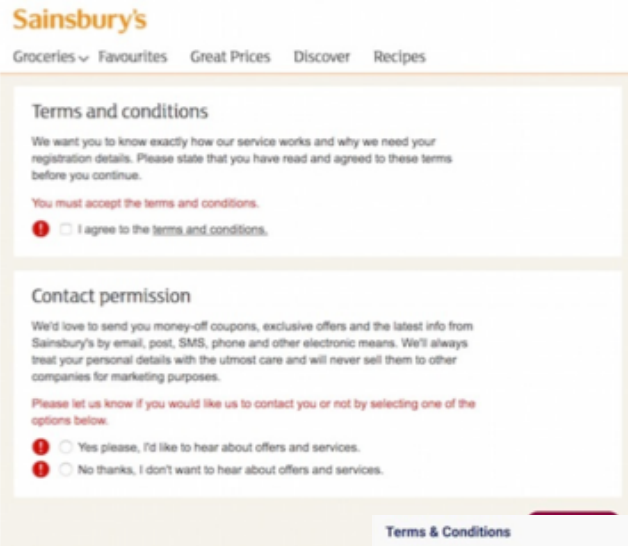
What does it mean?

Under current DPA guidelines, businesses were able to combine all their Consent Requests and Privacy Information within their Terms and Conditions.

Unbundled Consent Requests means that Opt Ins for Consent to Communicate need to be explicitly separate from a businesses Terms and Conditions.

This ensures that the user is completely clear that they have the option to engage, trade and move to contract with the business WITHOUT giving IMPLIED consent to communicate.

GDPR – Unbundled Consent Requests



Sainsbury's
Groceries ▾ Favourites Great Prices Discover Recipes

Terms and conditions
We want you to know exactly how our service works and why we need your registration details. Please state that you have read and agreed to these terms before you continue.

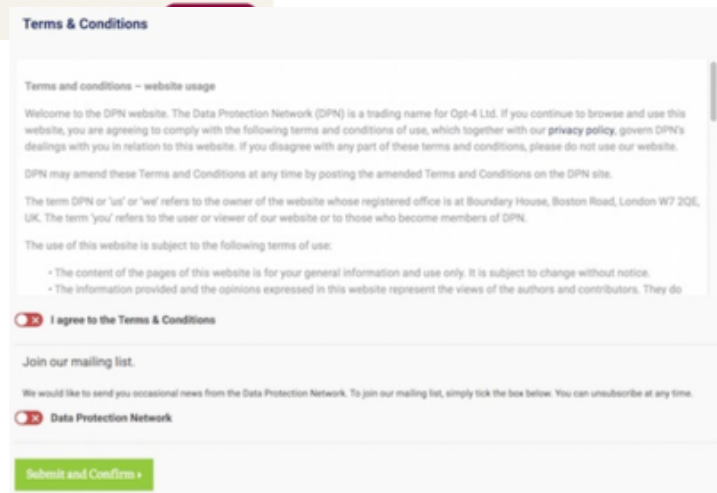
You must accept the terms and conditions.

☒ I agree to the terms and conditions.

Contact permission
We'd love to send you money-off coupons, exclusive offers and the latest info from Sainsbury's by email, post, SMS, phone and other electronic means. We'll always treat your personal details with the utmost care and will never sell them to other companies for marketing purposes.

Please let us know if you would like us to contact you or not by selecting one of the options below.

☒ Yes please, I'd like to hear about offers and services.
☐ No thanks, I don't want to hear about offers and services.



Terms & Conditions

Terms and conditions – website usage

Welcome to the DPN website. The Data Protection Network (DPN) is a trading name for Opt-4 Ltd. If you continue to browse and use this website, you are agreeing to comply with the following terms and conditions of use, which together with our [privacy policy](#), govern DPN's dealings with you in relation to this website. If you disagree with any part of these terms and conditions, please do not use our website.

DPN may amend these Terms and Conditions at any time by posting the amended Terms and Conditions on the DPN site.

The term 'DPN' or 'us' or 'we' refers to the owner of the website whose registered office is at Boundary House, Boston Road, London W7 2GE, UK. The term 'you' refers to the user or viewer of our website or to those who become members of DPN.

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- The content of the pages of this website is for your general information and use only. It is subject to change without notice.
- The information provided and the opinions expressed in this website represent the views of the authors and contributors. They do not represent the views of DPN.

☒ I agree to the Terms & Conditions

Join our mailing list.

We would like to send you occasional news from the Data Protection Network. To join our mailing list, simply tick the box below. You can unsubscribe at any time.

☒ Data Protection Network

[Submit and Confirm >](#)

Sainsbury's – gets it right with Unbundled Consent Requests and Active Opt-In but sadly falls down on 'Granular Options to Consent'.

The use of radio buttons and very strong error messaging is a standard UX.

Data Protection Network – not a surprise that The Data Protection Network have got this in place. What is a surprise is that Granular Options to Consent have not been implemented.

The use of sliders for opt in is a nicely original UX feature.



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GDPR – Active Opt-In

What does it mean?

Under DPA businesses were able to opt customers into consent for marketing through the use of 'soft opt-ins'.

This meant that the UX for consents defaulted to the opted-in state, in plain English this means that opt in boxes were designed as pre-ticked.

This was great for businesses as it optimised the number of opt-ins they received. However, it wasn't so great for consumers as they often didn't make an 'active' decision to opt in as they didn't actually realise they had given consent.

It is highly likely that this change in legislation will have a negative impact on the data-capture success rates of lead generation campaigns and initiatives...

GDPR – Active Opt-In Test Results

Question	Percent Participating
(1) <input type="checkbox"/> Notify me about more health surveys.	48.2
(2) <input type="checkbox"/> Do NOT notify me about more health surveys.	96.3
(3) <input checked="" type="checkbox"/> Notify me about more health surveys.	73.8
(4) <input checked="" type="checkbox"/> Do NOT notify me about more health surveys.	69.2

Eric Johnson's study 'Defaults, Framing, Privacy: Why Opting In-Opting Out' provides some useful data on the likely impact on data-capture of GDPR.

Disturbingly, the GDPR compliant example (1) in the first table suggests that opt-ins could be expected to drop by up to 35% versus the DPA compliant version (3).

However, in Table 2 the GDPR compliant example (5) performed almost equally versus the highest performing DPA compliant example (6).

Note the use of Radio Buttons vs. Tick Boxes. Key take out should be test, test, test...

Question	Percent Participating
(1) Do NOT notify me about more health surveys. <input type="radio"/> Yes <input checked="" type="radio"/> No	76.9
(2) Do NOT notify me about more health surveys. <input type="radio"/> Yes <input type="radio"/> No	70.8
(3) Do NOT notify me about more health surveys. <input checked="" type="radio"/> Yes <input type="radio"/> No	44.2
(4) Notify me about more health surveys. <input type="radio"/> Yes <input checked="" type="radio"/> No	59.9
(5) Notify me about more health surveys. <input type="radio"/> Yes <input type="radio"/> No	88.5
(6) Notify me about more health surveys. <input checked="" type="radio"/> Yes <input type="radio"/> No	89.2



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GDPR – Active Opt-In



Get my free guide:

First Name* Last Name*

Email*

What area is your job role in?*

- Please Select -

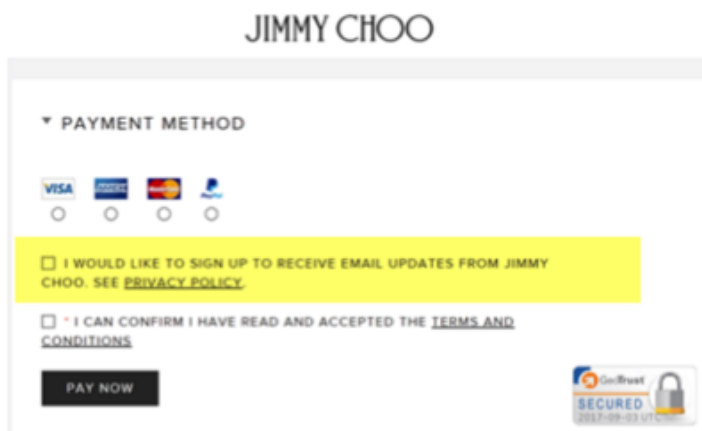
Company Name*

☐ Subscribe to Purple Frog's business income generation newsletter

Submit!

Purple Frog – using a very standard implementation of an Active Opt In compliant user experience with an unchecked radio button.

The text is also very specific about the communication opted in for which is also a tick for Granular Consent.



JIMMY CHOO

▼ PAYMENT METHOD

VISA ☐ AMERICAN EXPRESS ☐ MASTERCARD ☐ ☐

☐ I WOULD LIKE TO SIGN UP TO RECEIVE EMAIL UPDATES FROM JIMMY CHOO. SEE [PRIVACY POLICY](#).

☐ I CAN CONFIRM I HAVE READ AND ACCEPTED THE [TERMS AND CONDITIONS](#).

PAY NOW

Jimmy Choo – again use a very standard implementation but one that is very compliant for both Active Opt-In and Granular Consent.

However, in both cases the copy could probably be improved as well as looking at different UX options to increase engagement.

GDPR – Granular Options to Consent

What does it mean?

Under DPA businesses tended to use a single opt-in for multiple opt-ins to multiple channels. For example, when being opted in for marketing communications at checkout of an eCommerce site, businesses would use a single soft opt-in for email, text and some times even direct mail. This made it difficult for consumers to understand exactly what they had opted-in for but more importantly, made it impossible for them to define which channels specifically they wanted to opt-in for and actively opt out of others.

With GDPR, businesses will need to have an active opt-in for each marketing channel they would like consumers to choose to receive marketing communications via.

GDPR – Granular Options to Consent

Keep in touch with Age UK

We'd like to keep in touch with you about the vital work we do for older people, our fundraising appeals and opportunities to support us, as well as the products and services you can buy

We will never sell your data and we promise to keep your details safe and secure.

Please tick the boxes below to tell us all the ways you would prefer to hear from us:

- ☐ Yes please, I would like to receive communications by email
- ☐ Yes please, I would like to receive communications by telephone
- ☐ Yes please, I would like to receive communications by mobile (text message)
- ☐ No thank you, I do not wish to receive communications by post

You can change your mind at any time by emailing contact@ageuk.org.uk.

"We", includes the charity, its charitable and trading subsidiaries, and national charities (Age Cymru, Age Scotland and Age NI).

For further details on how your data is used and stored:
www.ageuk.org.uk/help/privacy-policy

Communication preferences

Yes! I would like to receive updates about products & services, promotions, special offers, news & events from Woolworths Online via

☐ SMS ☐ Email

☒ Samples - Yes I would like to receive FREE Samples from time to time.

Privacy | T&Cs | Collection Notice | Business Orders

Sign up

Age UK – a great example of very granular options to consent with email, telephone, text and post all being broken out individually. They get bonus points for also complying with the 'Named Organisations' legislation.

Woolworths – albeit from Australia the example from Woolworths combines both Digital Granular Options to Consent and then is very specific about the additional marketing channels being used by actively naming 'Samples' as opposed to generic 'Direct Mail' (although as this is pre-ticked it wouldn't be GDPR compliant...)

In both cases the simple use of radio buttons could be tested to further optimise opt in rates

GDPR – Named Organisations

What does it mean?

At its most simple it means that all organisations needing consent must be named. Again, at its most simple, this applies where a business is part of a wider group and consent is required/requested for consent across all those businesses.

However, where this gets more complicated is that all 3rd party requiring consent must ALSO be named. Therefore, if an organisation is intending to use the data in order to target, profile or analyse then the specific 3rd party carrying out this activity needs to be named along with the purpose of this activity and details of how consent can be withdrawn.

GDPR – Named Organisations

At Waitrose, we have exciting offers and news about our products and services that we hope you'd like to hear about. By providing your details you agree to be contacted by us*. We will treat your data with respect and you can find the details in our [Contact Promise](#).

If you would prefer not to hear from us, you can stop receiving our updates at any time by getting in touch or by letting us know below.

- ☒ I'd prefer **not** to receive updates from Waitrose
- ☒ I'd prefer **not** to receive updates from John Lewis
- ☒ I'd prefer **not** to receive updates from John Lewis Financial Services

Marketing

Would you like to receive information from the Guardian and their partners?

The Guardian and their partners would like to occasionally send you information about their products, services and events.

- ☐ Receive email from Guardian News and Media Ltd.
- ☐ Receive email from other organisations

Profiling

In addition to the data that you provide to us, we may also match profiling data from third parties with your registration details.

- ☒ Allow matching with third party data

Save changes

Waitrose – probably the most likely example from one of the most famous Partnerships that have successfully used data across its businesses to drive loyalty and cross-selling of products and services. The UX execution is slightly ambiguous though.

The Guardian – make a good start by clearly stating that data will be profiled and potentially matched with 3rd party data. However, the soft opt-in falls short of complying with GDPR. In addition, The Guardians Privacy Policy would need to specify the businesses carrying out this profiling.

This legislation has potential impact on email marketing and cross-over with the new ePrivacy legislation as detailed on a later slide.

GDPR – Easy to withdraw Consent

What does it mean?

Essentially that it must be possible and deemed to be easy for consent to be withdrawn at any time as well as explaining how to do this. In simple terms, it must be as to withdraw consent as it was to give. A simple and effective withdrawal mechanism must be provided.

Whilst it should be relatively simple to offer a good User Experience for easy to withdraw consent, actually ensuring that this is complied with by both the business collecting the data and with all relevant 3rd parties could prove time consuming and difficult to effectively implement.

GDPR – Easy to withdraw Consent

Please take a moment to tell us why you wish to delete your account:

- ☐ I have created an account by accident
- ☐ I accidentally entered my password as the username
- ☐ I want to stop receiving emails
- ☐ I no longer want to comment
- ☐ I am concerned about my privacy online
- ☐ I was asked to create an account in order to become member/subscriber
- ☐ Other

Confirm account deletion


Please re-enter password to confirm the you have understood the conditions and would like to proceed with account deletion.


Password


Delete your account


The Guardian – not only do The Guardian make it very easy to withdraw consent but also use the User Experience to collect some useful exit data about why customers are choosing to withdraw.

ASOS – use a clever granular User Experience so that opting out of its Loyalty Programme and opting out of marketing communications are ‘unbundled’. It should be noted that any additional and 3rd party processing and profiling carried out as part of the Loyalty Programme would need to be clearly defined in order to comply with ‘Named Organisations’.

**FAQ HQ**
Get the lowdown first hand

**CUSTOMER CARE**
Queries? No problem

**TELL US HOW IT IS**
Take our quick survey

**NOT SO KEEN?**
Opting out of ASOS A-LIST is OK... *sob*

†Data accurate as of 6.45am 30 January 2018.

It can take up to 48 hours after your order has dispatched to receive any ASOS A-LIST information related to your orders. Cleared voucher and level points are awarded 28 days after your order has been placed to allow for any returns to be made.

*Exclusions apply. To see full ASOS A-LIST Terms and Conditions click [here](#).

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[Help & Contact](#) [View in Browser](#) [Unsubscribe](#)

GDPR – Data Processing and Profiling

		Website	SSP	Ad Exchange	DSP	DMP	Advertiser	Fraud verification	Ad server	Analytics
1	To inform the agents of prospective advertisers that you are on visiting the web site, so that the website can solicit bids for the opportunity to show an ad to you.	Controller	Processor	Processor						
2	To combine your browsing habits with data they already have collected about you (and infer further insights about you) so that they can select relevant ads for you. These ads may be for products you have shown interest in previously. This profile may include your income bracket, age and gender, habits, social media influence, ethnicity, sexual orientation, religion, political leaning, etc.		Controller	Controller	Controller	Controller	Controller			
3	To use your browsing habits to build or improve a profile about you, in order to sell these data to partners for online marketing, credit scoring, insurance companies, background checking services, and law enforcement. This profile may include your income bracket, age and gender, habits, social media influence, ethnicity, sexual orientation, religion, political leaning, etc.			Controller		Controller				
4	To identify whether you are the kind of person that its advertising clients want to show ads to.				Processor	Controller	Controller			
5	To combine your browsing habits with data they already have collected about you (and infer further insights about you), to personalize the service or product that it offers you. This may include determining whether to offer you discounts. This profile may include your income bracket, age and gender, habits, social media influence, ethnicity, sexual orientation, religion, political leaning, etc.						Controller			
6	To monitor your behavior on websites in order to determine if you have viewed or interacted with an ad.						Controller	Controller	Processor	
7	To determine whether you have purchased one of its products or services following your viewing of or interaction with an ad that it has paid for.						Controller			
8	To combine your browsing habits with data they already have collected about you (and infer further insights about you), to verify that you are human rather than a “bot” attempting to defraud advertisers. This profile may include your income bracket, age and gender, habits, social media influence, ethnicity, sexual orientation, religion, political leaning, etc.							Controller		
9	To record the number of times you have viewed each ad, to prevent a single ad being shown to you too frequently.								Controller	
10	To combine your browsing habits with data they already have collected about you (and infer further insights about you), to understand how you and people similar to you browse the web. This profile may include your income bracket, age and gender, habits, social media influence, ethnicity, sexual orientation, religion, political leaning, etc.									Controller

ePrivacy and Data Profiling



A quick word on ePrivacy and GDPR...

If the only data that a business captures is email address for the purposes of non-personalised email then ePrivacy applies.

If you collect any additional data, personalise or profile your data then GDPR also applies.

How can we help?

- We can help with Customer Journey Mapping and implementing strategies to optimise the value of potential customer interactions.
- We can help with helping understand how best to target potential new customers and clients and the most efficient marketing channels and activity to achieve your business objectives.
- We can help with GDPR User Experience and ensuring that the implementation of GDPR compliance doesn't result in the loss of marketable data.
- We can help with defining your marketing and digital strategies.
- Contact neil@glenkingpr.co.uk.