



Solution Overview — Global Compliance

OVERVIEW

Marketing is being held to a higher standard of data compliance than ever before. Nearly all countries have laws protecting personal data privacy, and all companies capturing and sharing this information must comply – at the risk of crippling fines. At the same time, marketers are being asked to collect increasing amounts of detailed, actionable data with which to engage and convert prospective customers. A global business' success today rests on its marketing team's ability to walk this tightrope with diligence and speed.

As global regulations protecting personal data expand, B2B marketing organizations are adopting Integrate's *Demand Orchestration Software* to:

- Ensure all third-party lead providers electronically sign contract acknowledging compliance with each region's data privacy and security laws
- Provide documentation that clearly outlines marketing's compliance with country and global regulations, accessible within one dashboard
- Increase campaign launch speed by centralizing and streamlining procurement and data compliance processes

COUNTRY	DATA PRIVACY & SECURITY REGULATIONS
European Union	<ul style="list-style-type: none">• GDPR General Data Protection Regulation• European Union Electronic Communications & Privacy Directive (2002/58/EC)
Canada	<ul style="list-style-type: none">• Canadian Personal Information Protection & Electronic Documents Act (PIPEDA)• Canada's Anti-Spam Law (CASL)
Australia	<ul style="list-style-type: none">• Australian Federal Privacy Act 1988 & Privacy Amendment (Enhancing Privacy Protection) Act 2012
Switzerland	<ul style="list-style-type: none">• Swiss Federal Act on Data Protection (DPA)
Argentina	<ul style="list-style-type: none">• Argentine Law No. 25.326 and its regulatory presidential decrees
India	<ul style="list-style-type: none">• India's Information Technology Act 2000
United Kingdom	<ul style="list-style-type: none">• UK Data Protection Act

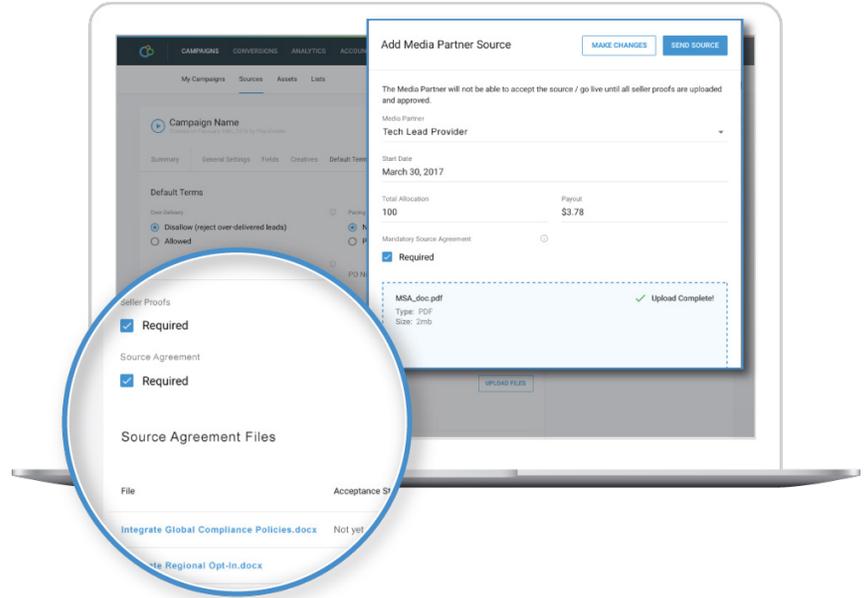
Sample list of common data privacy and security regulations by region. Please ask your Integrate representative for specific laws or regulations.

SOURCE AGREEMENT

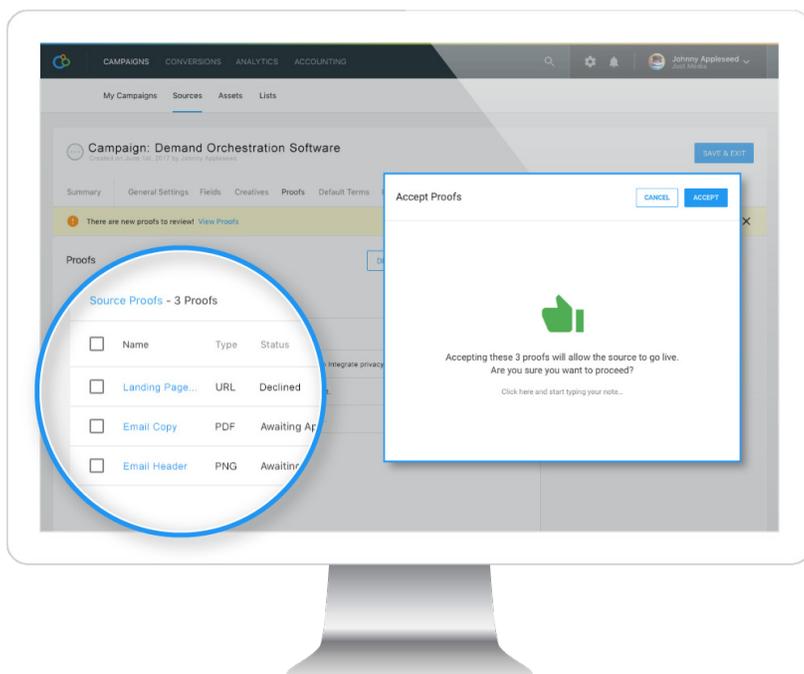
Showing compliance is just as important as being compliant. Marketers must be able to show their legal department, compliance team and executives that they're adhering to all international laws. Integrate's *Demand Orchestration Software* enables marketers to upload a customizable compliance agreement, requiring all third-party lead providers seeking to run the marketer's campaign to electronically acknowledge compliance with every regulation outlined within the Source Agreement. Only after executing the *Source Agreement* and confirming compliance are lead providers able to work with the marketer.

Integrate's *Source Agreement* provides several key values:

- Ensures all third-party lead providers acknowledge compliance with each country's data privacy and data transfer regulations
- Allows marketers to easily prove with documentation – including user and timestamp – that lead providers have assured their compliance with international data security laws
- Provides one-stop compliance confirmation with all third-party lead sources, allowing marketers to launch campaigns more rapidly and with reduced chance of error
- Enables marketers to customize agreement to any regional regulations or specific company requirements



PRE-LAUNCH PROOF OF CONCEPT



For further proof of compliance, marketers can require all third-party lead providers to show the materials used and landing page on which their offers will be located before campaign launch. This is a simple process that takes place inside the Integrate platform. Third-party providers either enter a landing page URL and/or upload a file, allowing marketers to review compliance and approve or reject how the offer is presented.

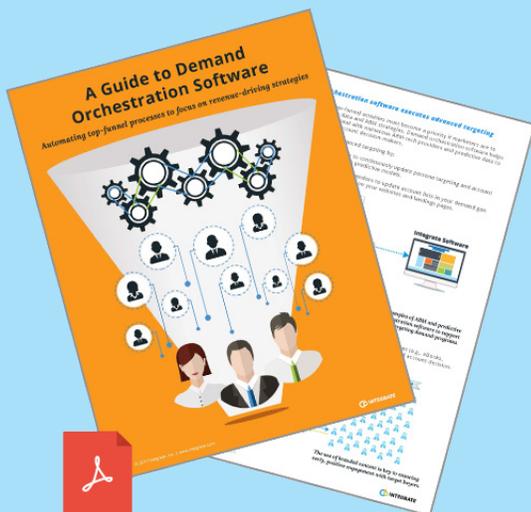
CUSTOMIZABLE, MANAGED OPT-IN PROCESS

Integrate's software allows marketers to require third-party providers use country-specific opt-in language to reflect the data privacy regulations of that region (e.g., opt-in, double opt-in, opt-out). Marketers simply upload regional opt-ins to the Resource Library where lead providers can easily copy opt-in language to ensure compliance. Further, Integrate's software standardizes lead data to match your database fields, only accepting data sets included in your specified opt-in.



EU & SWITZERLAND DATA TRANSFER COMPLIANCE

Integrate's software ensures compliance with data transfers from the EU and Switzerland through its EU- and Swiss-US Privacy Shield Certifications. This certification demonstrates Integrate's adherence to all necessary laws regarding the safe and secure transfer of EU- and Swiss-citizen data to the US.



Want to learn more about Integrate's software? Read the Guide to Demand Orchestration Software.

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