



Solution Overview General Data Protection Regulation (GDPR)

OVERVIEW

Marketing is being held to a higher standard of data privacy 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.

MAY OF 2018 – THE B2B MARKETING LANDSCAPE WILL CHANGE

In May, 2018, GDPR will require organizations targeting EU prospects to obtain “clear affirmative action – freely given, specific, informed, unambiguous agreement by the prospect to have personal data processed.”¹ Businesses that fail to comply with GDPR will face stiff fines:

- Level 1 -- €10M or 2% worldwide annual revenue (whichever is higher)
- Level 2 -- €20M or 4% worldwide annual revenue (whichever is higher)



Demand gen and marketing ops professionals use Integrate's software for a range of initiatives. Check out individual solutions for: global compliance, ABM, data marketplace, and event data management.

(For a quick preview of Integrate's software, [watch this 2-minute video.](#))

¹SiriusDecisions Data Privacy Compliance Core Report, 2017.

HOW WILL GDPR AFFECT B2B MARKETERS' LEAD GENERATION TACTICS?

GDPR imposes a number of stricter regulations compared to Directive 95/46/ec, which it will replace. Of greatest concern for B2B marketers, however, are GDPR's mandates regarding:

- Data subject (prospect) consent
- Documentation of compliance
- Cross-border data transfer

It will become critical that B2B marketing teams not only ensure that their own hosted forms and landing pages conform to these rules, but that the media partners, event organizers and lead vendors that collect prospect data on third-party sites do so as well.

With GDPR's restrictions on the horizon, smart B2B marketing teams are preparing their organizations in advance, adopting Integrate's Demand Orchestration Software to:

- Ensure all third-party lead providers electronically sign contracts acknowledging compliance with GDPR mandates
- Provide documentation that clearly outlines marketing's compliance with GDPR, accessible within one dashboard
- Increase campaign launch speed by centralizing and streamlining procurement and data compliance processes

To ensure compliance with the General Data Protection Regulation (GDPR) before May 18, 2018, forward-thinking companies are reviewing and updating data processes, employee skills and appropriate technologies. By this date, all companies doing business in the European Union (EU), irrespective of the location of their corporate headquarters, must secure a clear opt-in before capturing, storing and using a person's personally identifiable information data.

–SiriusDecisions

SiriusDecisions 

By evolving their tactics in advance of industry-changing data privacy regulations, Integrate's customers are turning the challenge of GDPR into an opportunity to build trust with their prospects and customers, and outperform their competitors.

SOURCE AGREEMENT TO DOCUMENT VENDOR GDPR COMPLIANCE

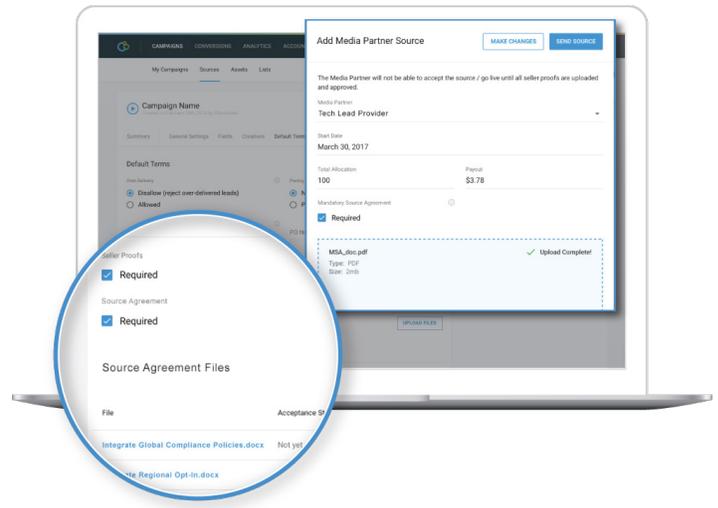
Showing compliance with GDPR is just as important as being compliant.

According to the new EU regulation, organizations must document the steps they've implemented to ensure third-party vendors conform to new EU data privacy regulations. 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 GDPR. Only after executing the Source Agreement and confirming GDPR compliance are lead providers able to work with the marketer.

SOURCE AGREEMENT TO DOCUMENT VENDOR GDPR COMPLIANCE (CONT.)

Integrate's Source Agreement provides several key values:

- Ensures all third-party lead providers acknowledge compliance with GDPR'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 GDPR
- 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 (beyond GDPR) or specific company requirements



MANAGED OPT-IN PROCESS TO AID VENDOR ADHERENCE TO CONSENT REQUIREMENTS

GDPR mandates that both marketers and the third-party lead vendors fulfilling their paid campaigns must acquire written consent for each purpose of the prospect's personal data use. To ensure compliance with this mandate, Integrate's software enables marketers to require that third-party providers use granular, unbundled opt-in language that reflects GDPR's specific consent requirements.

Marketers simply upload the specific language into Integrate's Resource Library where lead providers can easily copy consent language to acknowledge and ensure compliance.

Integrate's managed opt-in process helps ensure that third-party lead vendors adhere to all five aspects of GDPR consent:

Unbundled: Consent requests must be separate from other terms and conditions, and not a precondition of signing up to a service unless necessary for that service.

Active opt-in: Pre-checked opt-in boxes are invalid; opt-in boxes must be unchecked.

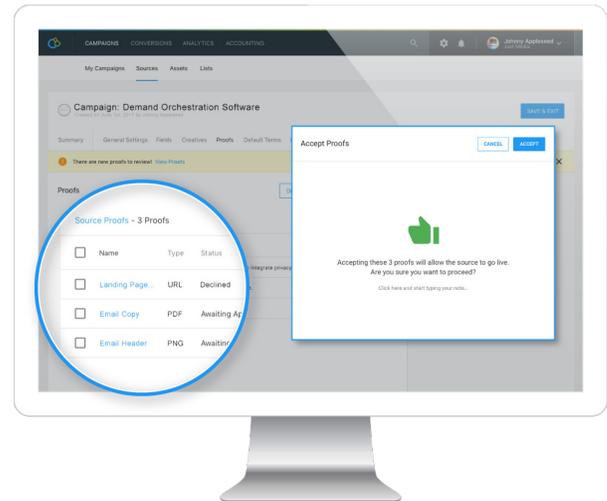
Granular: Provide granular options to consent separately for different types of processing wherever appropriate.

Named: Name your organization and any third parties who will be relying on consent – even precisely defined categories of third-party organizations will not be acceptable under the GDPR.

Easy to withdraw: Tell people they have the right to withdraw their consent at any time, and how to do this. It must be as easy to withdraw as it was to give consent. This means you will need to have simple and effective withdrawal mechanisms in place.

PRE-LAUNCH PROOF OF CONCEPT TO CHECK CONSENT LANGUAGE COMPLIANCE

For further proof of compliance with GDPR's prospect consent requirements, marketers can require all third-party lead providers to show the materials used and landing page on which their offers will be located before launching campaigns and generating prospect data. This is a simple process that takes place inside the Integrate platform as part of the demand creation process. Third-party providers enter a landing page URL and/or upload a file, allowing marketers to review compliance and approve or reject how the offer is presented. This is especially key to ensuring adherence to GDPR's opt-in language and process.



CROSS-BORDER DATA TRANSFER COMPLIANCE

Beyond its consent and documentation requirements, GDPR mandates that personal data must be transferred in a manner that safeguards the prospect's personal information. No longer will marketers be able to accept lead files via email (unless encrypted).

Integrate's software is certified as compliant with data transfers from the EU through its EU- and Swiss-US Privacy Shield Certifications. This certification demonstrates Integrate's adherence to GDPR's mandate regarding the safe and secure transfer of EU- and Swiss-citizen data to the US.

Connect with an Integrate B2B marketing specialist to learn more about how to prepare your organization for GDPR.

REACH OUT