

# CONSUMER CONSENT

POSITIONING YOUR BRAND TO THRIVE IN THE NEW ERA

## D U P L I C I

We have officially entered the age of consumer consent. With GDPR set to change the media landscape, the very definition of data ownership is being revolutionized. Smart marketers must acknowledge that the ripple effects from data regulation will eventually make their way across the pond. Everyone along media supply chain will now be held accountable by the public to safeguard the integrity and privacy of user data. **Is your brand positioned as a smart, trustworthy custodian of data?**

### USERS' TOP 3 PRIVACY CONCERNS

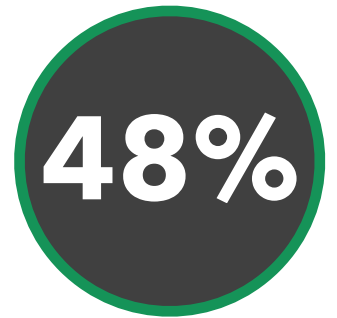
1. Being tracked by third parties online
2. Data permanently recorded by unknown entities
3. Unknown who has access to personal data

(Forrester)



### YOUR GOAL IS TRANSPARENCY

Whether you interact directly with consumers or not, transparency and trust will need to become core pillars of your brand. As regulation increases, marketers will only work with the most trustworthy vendors that project confident and ethical data management.



### TRANSPARENT MESSAGING

1. Define a clear data management code of conduct
2. Publish organizational security strengths
3. Respond ethically and transparently to data breaches

of large organizations now have a vendor risk management committee

(Ponemon)



**Dillon Roulet**

**Founder & Managing Partner**

dillon@duplici.com

### About Duplici

Duplici is a marketing and development agency for organizations living at the convergence of advertising, media & entertainment.

[www.duplici.com](http://www.duplici.com)