



Marketo[®]

NEW YORK MARKETO USER GROUP

MEET WITH OTHER
MARKETERS IN
YOUR CITY!



GET READY TO
ENG**GE**

GDPR for Marketers DECODED

June, 2018

Today's Presenters



Inga Romanoff

CEO, Romanoff Consultants

Inga's leadership in the industry is recognized by her elite status as a 5x Marketo Champion and a Marketo REVVIE Award for most Dramatic Business Impact. In 2017, Inga was awarded Woman of the Year by International Stevie Awards and named Top Female MarTech Influencer by Onalytica and TopRank Marketing.

Inga serves as a Marketo User Group leader in New York since 2012.

Contact: inga@rc.solutions



Jessica Kao

Director of Client Services, Digital Pi

Marketo certified, passionate, high energy, marketing professional with a focus on global marketing programs, lead generation, demand generation, and optimal use of marketing automation. Frequent speaker on all things marketing automation and marketing technology.

Jessica co-leads the Silicon Valley Marketo User Group.

Contact: jess@digitalpi.com





THE EUROPEAN PARLIAMENT AND COUNCIL
OF THE EUROPEAN UNION

believe that consumer trust is essential to
fostering growth in the digital economy.

EC thinks trust can be won by giving users of
digital services more information and greater
control over how their data is used.

What is GDPR

General Data Protection Regulation

GDPR is a new data protection law that updates and standardizes data protection standards across the EU and the UK. Its main focus is to standardize privacy rules across the countries and give total control of personally identifiable data to the individuals that the data refers to.

The law went into full effect on **May 25, 2018**.

GDPR Regulates

All forms of electronic communications

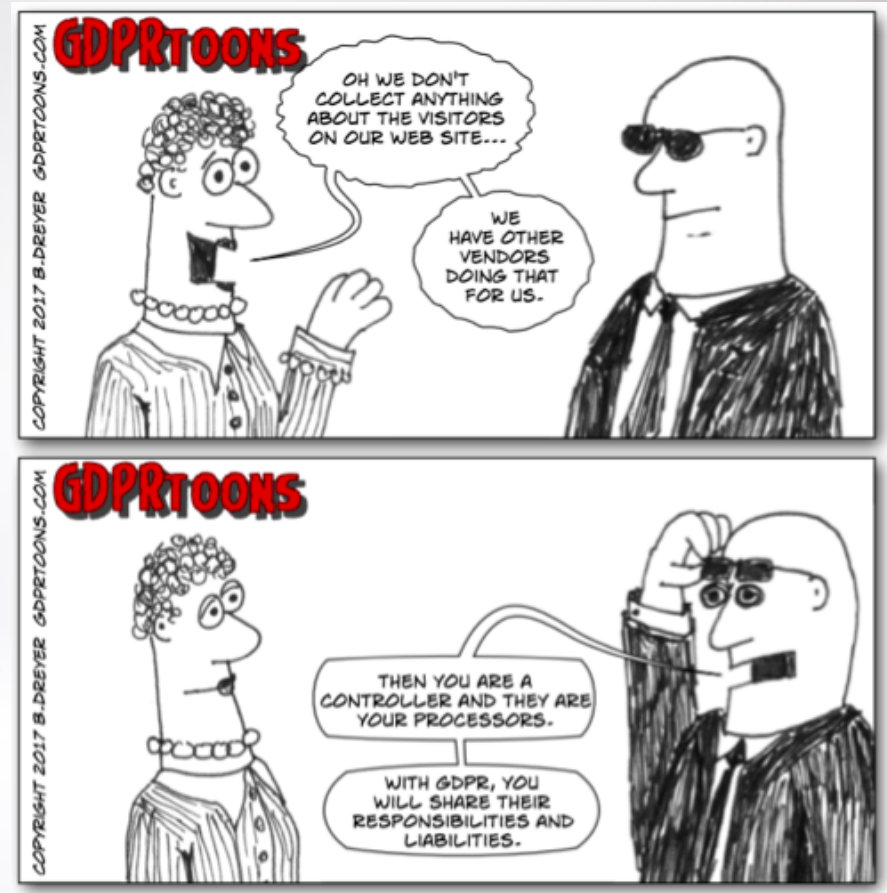
- Website
- Email
- Text messages and direct messages on social media
- Data storage and data science techniques used to profile people (e.g. anonymous cookie recommender engines)



**Maximum fine is 4% of global annual turnover
(or €20M, whichever is greater)**

Rights of the Individuals

- ❑ The right to be informed
- ❑ The right of access
- ❑ The right to rectification
- ❑ The right to erasure
- ❑ The right to restrict processing
- ❑ The right to data portability
- ❑ The right to object
- ❑ Rights in relation to automated decision-making and profiling



Affirmative Consent

“freely given, specific, informed and unambiguous indication of the data subject’s wishes by which he or she, by a statement or by a clear affirmative action, signifies agreement to the processing of personal data relating to him or her.”

Opt-in language must be clear and distinguishable and provided in an easily accessible form. It must be as easy to withdraw consent as it is to give consent.

Proving Consent

A key aspect of consent is how to prove you have it and how it was obtained, if required. According to the GDPR, a good record will include:

- **Who consented**
- **When they consented**: a copy of a dated document, online timestamp, or a note of the oral conversation.
- **What they were told at the time**: a copy of the document or data capture form as well as the Privacy Policy
- **How they consented**
- **If consent has been withdrawn**: and if so, when

GDPR: 6 Lawful Grounds for Data Processing

Consent of the data subject

Processing is necessary for the performance of a contract with the data subject or to take steps to enter into a contract

Processing is necessary for compliance with a legal obligation

Processing is necessary to protect the vital interests of a data subject or another person

Processing is necessary for the performance of a task carried out in the public interest or in the exercise of official authority vested in the controller

Processing is necessary for the purposes of legitimate interests pursued by the controller or a third party, except where such interests are overridden by the interests, rights or freedoms of the data subject. (ex: if the data subject is a child)



Can I still contact a prospect or customer if they haven't given my company explicit consent yet?

- **By phone:** if the number is not on DO NOT CALL registry and they haven't specifically opted out from communications from you
- **By email:** You may email existing customers regarding similar products if they haven't expressly opted out

CANNOT email unless they have expressly opted in

Does it Apply to Me?

- ☐ I work for an organization that is located in the EU
- ☐ My organization offers goods or services to companies or individuals in the EU
- ☐ My organization monitors the behavior of EU individuals (e.g. website cookie tracking)
- ☐ My organization processes and holds personal data of individuals residing in the EU



What If They Didn't Opt In

- After May 25, 2018 leads subject to GDPR regulation in your database that have not explicitly opted in must be erased or anonymized, meaning, even tracking web page activity can no longer be performed (i.e. scoring)

The Right to Be Forgotten entitles the prospect to have their personal data erased, any further dissemination of such data be ceased, as well as have 3rd parties halt processing of their personal data

Actions to Take

- Create **GDPR audience lists**
- **Make friends** with Legal
- Do **change management**
- Add **GDPR optin** to ALL forms
- Build a **Preference Center**
- Institute **naming convention** for programs
- Clean up **lead database**
- Remember about **durable unsubscribe**



New York Marketo User Group Leaders



Inga Romanoff

inga.romanoff@gmail.com

Twitter @ingaroma

www.linkedin.com/in/ingaromanoff

Yoav Guttman

yoav.guttman@gmail.com

Twitter @whybegee

www.linkedin.com/in/yoavbguttman



THANK YOU

NYMUG June Housekeeping Slides

Post-Summit

Session slides are available!

To access presentations for free:

1. Visit page below
2. Fill out the form
3. Find all the session presentation decks!

<https://go.marketo.com/MNS18-Registration-Presentation-Decks.html>

Summit Keynotes are available on-demand!

- Fill out a form, then access the keynotes for free!

<https://go.marketo.com/Summit-Keynote-On-Demand-Registration-Page.html>



Post-Summit

- Check out the Marketo Newsroom to learn more about...
 - Marketo Next-Gen UX
 - Marketo Sales Engage
 - Marketo Performance Insights
 - Marketo acquisition of Bizible
 - 2018 Revvie Award Winners
 - First Ever Summit Demo Jam Winners

<https://www.marketo.com/newsroom/>



Marketing Nation Summit 2019

October 21-24



Ticket Sales to re-open later this year



Have you signed up for MUG email updates?

Sign up here to receive email updates on your MUG's latest meeting

<https://go.marketo.com/UserGroupSignUp.html>



Want to update your email settings? Go to Marketo's Email Subscription Center:

<https://go.marketo.com/emailsubscriptioncenter.html>



Manufacturing Virtual MUG

NEW! Virtual MUG for Marketo users in the Manufacturing space



Tune in for the next meeting on June 21st!

Find more details on the Community

[Manufacturing Virtual Marketo User Group page](#)



Marketo Fearless Forum

Check out Marketo's first edition the new bi-monthly customer newsletter,
The Fearless Forum featuring Chief Customer Officer **Matt Zilli**
on the Marketing Nation Community!



Keep an eye out for our next Fearless Forum video in June!

