

# GDPR & The ePrivacy Directive

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Embrace these changes as business opportunities to gain competitive edge, increase differentiation, and improve customer experience.

## FIRMS ARE WELL ON THEIR WAY TO COMPLIANCE

26% have no plans

13% have a digital governance strategy in place

**MOST FIRMS PLAN TO HAVE A DIGITAL GOVERNANCE STRATEGY IN PLACE BY MAY 2018.**

26% are expanding their digital governance strategy

35% are planning to implement their digital governance strategy by May 2018

## IN FACT, THEY'VE BEEN PREPARING FOR YEARS

Preparation for GDPR and the ePrivacy Directive is not a last-minute endeavor.



72% have been preparing for GDPR since September 2016 or before



57% have been preparing for the ePrivacy Directive since September 2016 or before

Firms are allocating ample budgets to establish and maintain compliance.

48% of firms have an initial establishing budget of \$1M+

58% of firms have an annual maintaining budget of \$1M+

## PROCESSES MUST CHANGE TO KEEP UP

Firms will need to amend marketing vendor relationships and technology adoption processes after GDPR and ePrivacy take effect.\*

Marketing Vendor Relationships

Technology Adoption Processes

Design new processes to improve visibility into data handling/security measures

64%

70%

Continuously audit vendors to ensure compliance

64%

66%

Only work with vendors that are compliant

60%

63%

## THE CHALLENGE: BALANCING COMPLIANCE WITH CX

Commonly anticipated challenges when GDPR takes effect include:

39%

Ability to balance compliance with exceptional CX

35%

Documenting compliance strategies on an ongoing basis

34%

Managing third-party risk

## CUSTOMERS AND BRANDS BOTH BENEFIT FROM COMPLIANCE

Firms expect more satisfied and loyal customers.



35% Improved customer satisfaction



34% Increased customer loyalty



32% Improved brand perception



30% Increased customer engagement



29% Improved personalization capabilities



26% Greater brand differentiation in the marketplace

## GDPR & EPRIVACY ARE OPPORTUNITIES TO IMPROVE DIGITAL GOVERNANCE

40% of respondents said they plan to take a more disciplined approach to the marketing technology stack after the GDPR takes effect.



## RECOMMENDATIONS



Create a cross-functional privacy working group



Practice privacy by design (PbD)



Make privacy a corporate social responsibility



Create great experiences around consent and preference

**Methodology:** In this study, Forrester conducted an online survey of 263 data and compliance professionals from the US, UK, Germany, and France at organizations with 100+ employees.

**Source:** A study conducted by Forrester Consulting on behalf of Evidon, September 2017

Base: 263 data and compliance decision makers  
\*Base: 263 data and compliance decision makers, percentages include "Strongly agree" and "Agree"

[Read the full study](#)

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