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The EU deadline for
GDPR compliance is

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the 25th May 2018.

The big question for most businesses is how do I exactly comply with these new rules in data protection and what does it mean for the contacts in my database? GDPR or General Data Protection Regulation (GDPR) is a new digital privacy regulation introduced to protect users and their data.

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So, how prepared are
marketers for the
GDPR? (Spoiler alert:
The answer is "not
very.") And for those
who are, what are they
doing to prepare for
May 2018, when the
GDPR comes into
force? To understand
that, we'll go over how
consumers view the
GDPR, which informs
the way marketers

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Data Protection
Regulation, or GDPR, is
a new European
regulation that
enforces the protection

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and accessibility of personal data for all European citizens. Enforcement of this regulation begins on May 25, 2018. Organizations that do not comply risk facing heavy fines.

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(GDPR) is slated to start in May of 2018. It has already been in effect at a transitional level for the past two years, which is why it's such a hot topic among marketers today - many are worried about the extent to which it could affect digital marketing activities in a negative way.

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... customer experience management and digital marketing. She is co-author of the book, Building the Customer Centric Enterprise. ...

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With less than a year
to go until GDPR is
mandatory, what must
organisations (who
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Make sure that key
stakeholders and
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GDPR and Digital Marketing: What Do You Need To Know? How does GDPR impact marketing? On the surface, GDPR might seem extreme, especially for smaller businesses or solo-practitioners. Realistically though, there are only 3 key areas that marketers need to worry about – data permission, data access and data focus. Let's take a look at

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each of these
individually. 1. Data
Permission

5 Experts Share Advice
on Preparing for GDPR
It's time to prepare for
GDPR. The EU's new
regulation for personal
data protections has
marketers reaching for
aspirin. Here are the
details and a few tips
to be compliant by May
25. Are you ready?

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How Marketers Can
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CMSWire.com

Two years into
preparing for the May
2018 GDPR deadline,
Lloyds Banking Group
has overhauled its CRM
strategy across its
major brands to focus
on 'how to' content
rather than product
marketing.

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simply more
appropriate basis for
marketing purposes,
we will focus on this.
However, if you want
to learn about
legitimate interest and
the GDPR, read Article
6 and Recital 47 to get
the basics. The next
thing we need to
understand that is that

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consent and opt-in can mean different things. Let's explain!

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GDPR: How to prepare your marketing. By Laura Edwards Posted in Digital Marketing on 22 December 2016, 11:58, 0 Comments.

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GDPR is big,

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complicated, and, if I'm honest, a bit intimidating. As the director of digital marketing at Return Path, I oversee a lot of areas impacted by these new regulations. It's my job to get up to speed on what GDPR means, understand how it impacts our work, and create a strategy to get [...]

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SAP's chief digital
marketing officer, said
marketers who
believed they still had
time to vet their
operations at the time
of the ...

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Many Marketers Aren't Prepared for GDPR, SAP Study Says Before GDPR (General Data Protection Regulation), a couple of simple tweaks to your process, a line of text, a roll of your eyes and congratulations, you just complied with the latest acronym. But, not this time. With GDPR, the things marketing and sales teams do every day can cost you:

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(GDPR) set to go into
effect on May 25th,
2018, we wanted to
run through some
highlights for those

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who haven't already spent many months knee-deep in research and preparation. So what is GDPR? In a nutshell, GDPR is an effort to standardize data protection regulations across all EU member states.

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