

# EVENT MARKETING & GDPR

WHAT YOU NEED TO KNOW



General Data Protection Regulation or **GDPR** protects the privacy of EU/EEA citizen's personal data on the internet and has implications for American event marketing business.

What personal data is under GDPR?



What types of event marketing activities must be in compliance with GDPR?

a few examples include...



HOW DOES **GDPR**

## IMPACT

EVENT MARKETING ?

3 PILLARS TO REMEMBER

### PROACTIVE CONSENT

You are now required to obtain proactive consent or permission from every EU citizen you wish to conduct any ongoing communication with — always get an opt-in.

### CENTRALIZED DATA MANAGEMENT

Refers to how you maintain your data: 1) Privacy - "the right to be forgotten"; 2) Security - i.e., providing quick notification of breach; and 3) Access - individual's access to their personal

### OVERSIGHT

A Data Protection Officer, or "DPO" is responsible for monitoring compliance with GDPR and has specific duties under the law, requiring expert-level knowledge of the regulation.

AN EVENT MARKETERS

## GDPR COMPLIANCE CHECKLIST

### 1. DATA



#### Conduct a data audit

Identify how you captured their info, how it's stored, and how you've used it. Obtain their documented consent or request an opt-in for ongoing communications.

### 2. PRIVACY



#### Update your privacy policies and notices

Clearly communicate how you plan to use their information, who you plan to share it with, and how long you plan to keep it for.

### 3. CONSENT



#### Obtain consent from customers

Obtain proactive consent to collect or use their data in any way, shape or form; and provide a document of explicit consent of existing contacts.

### 4. EDUCATE



#### Educate your team on new policies

Staying compliant with the GDPR is going to take a coordinated effort from different parts of your organization who might touch personal data.

### 5. DOCUMENT



#### Maintain and document best practices

Keep a written record of your best practices and communicate what you've learned with everyone on your team.

## COST OF NON-COMPLIANCE

Fines are determined by the nature and severity of the infringement, and can be as high as:

<https://www.gdpreu.org/compliance/fines-and-penalties/>

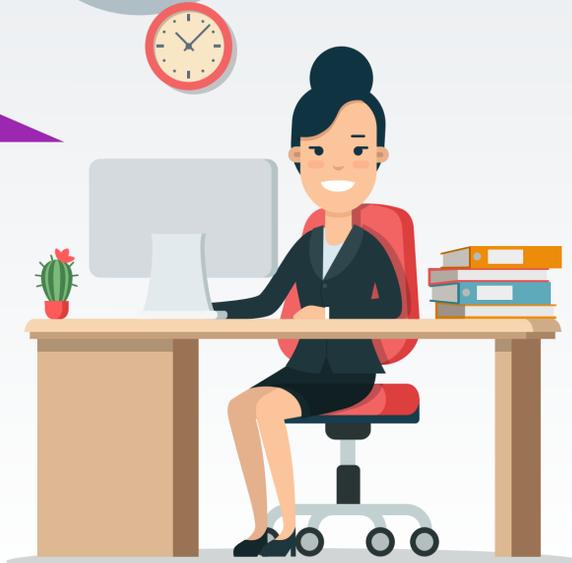
€20M (~\$22M)

4% of global annual revenue

## GDPR and THE FUTURE OF EVENT MARKETING

*On the downside,* requiring more proactive consent to market to individuals means you're certain to see a decrease in the number of people you're allowed to contact.

*On the upside,* the people who give you their active consent are going to be much more qualified leads; and an opportunity to create more meaningful and trusting relationships.



Read the full blog: **Event Marketing and GDPR: What You Need To Know**



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