

activ2121

We integrate Privacy with Marketing



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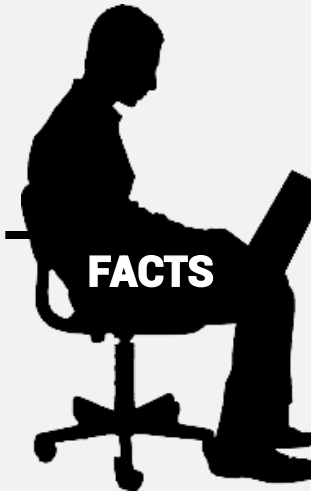
LEGAL-TECH

WE INTEGRATE PRIVACY WITH MARKETING

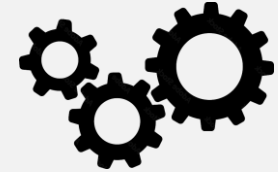
DPO
LEGAL
COMPLIANCE
PRIVACY OFFICER



LEGAL-TECH



MARKETING
BUSINESS
SALES
ICT



MISSION

YOUR ✓

YOUR ✓

WE INTEGRATE PRIVACY WITH MARKETING

WHAT TRIGGERS THE SANCTION

**MORE THAN 95% OF THE PENALTIES
IS TRIGGERED BY WRONGDOING
ON PERSONAL DATA AND CONSENTS,
MAINLY FROM MARKETING**



GDPR

COMPANY

**Only less than 5% of penalties are
caused by Privacy documentation**



THE CHALLENGE OF PRIVACY



DPO vs Marketing

When DPO and marketing don't work together, **uncertainties** and **inconsistencies** emerge in the application of Privacy



Compliance of Surface

Formal approach to GDPR without real integration into daily processes



Risk of Under or Over Compliance

Exposure of the Company to losses caused by **penalties** and/or **excessive limitations of the business**

THE CRITICAL ISSUES, IN CONCRETE



**Traceability and
Evidence of Genuineness**



**Limitation to the Legal
Basis of Consent Only**



**Inconsistency between
Consents, Policies and
Record of Processing**



**Fragmented management
of Consents and
Revocations**



**Complicated management
of the Rights of the
Data Subject**



**Data Retention and
Misalignment between
various Enterprise Systems**

CRM EXPLOITS DATA, IT DOESN'T PROTECT THEM!



CRM MANAGES PREFERENCES, NOT CONSENSUS

MRS. SMITH'S PREFERENCES



NEWSLETTER



**MARKETING
THIRD PARTY**



PROFILING

CRM

THE CONSENTS ARE LEGAL PRIVACY CERTIFICATES

CONSENSUS OF MRS. SMITH



NEWSLETTER



**MARKETING
THIRD PARTY**



PROFILING

CRM



**Proof of
Legitimacy**



**Privacy Notice
Acknowledgment**



**Proof of
Authenticity**



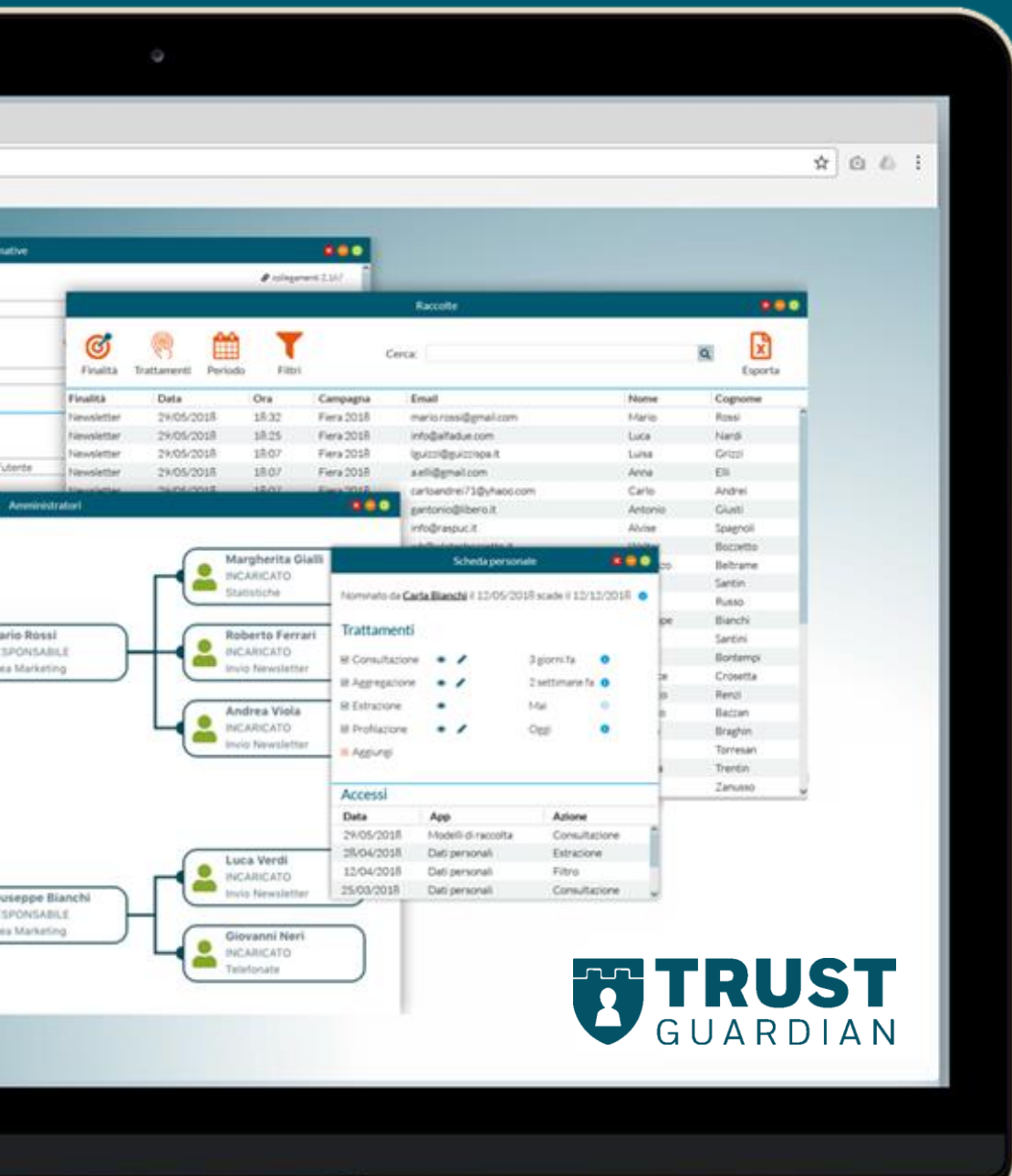
**Privacy
History**



**Historical
information**



**Data
retention**



CLOUD-BASED PLATFORM FOR MARKETING CONSENT MANAGEMENT



OUR SOLUTION



- **Operational coaching**

DPO: Delegation of activities + greater control

Marketing: Faster and safer decisions

- **Assessment and Remediation**

Compliance of Marketing flows always consistent with the Company's Privacy

- **Privacy Implementation**

Privacy Automation with **Trust Guardian**:
from Promises to Deeds, everything under control.

OUR METHOD

**MARKETING
ACCOUNTABILITY**

CONSULTANCY

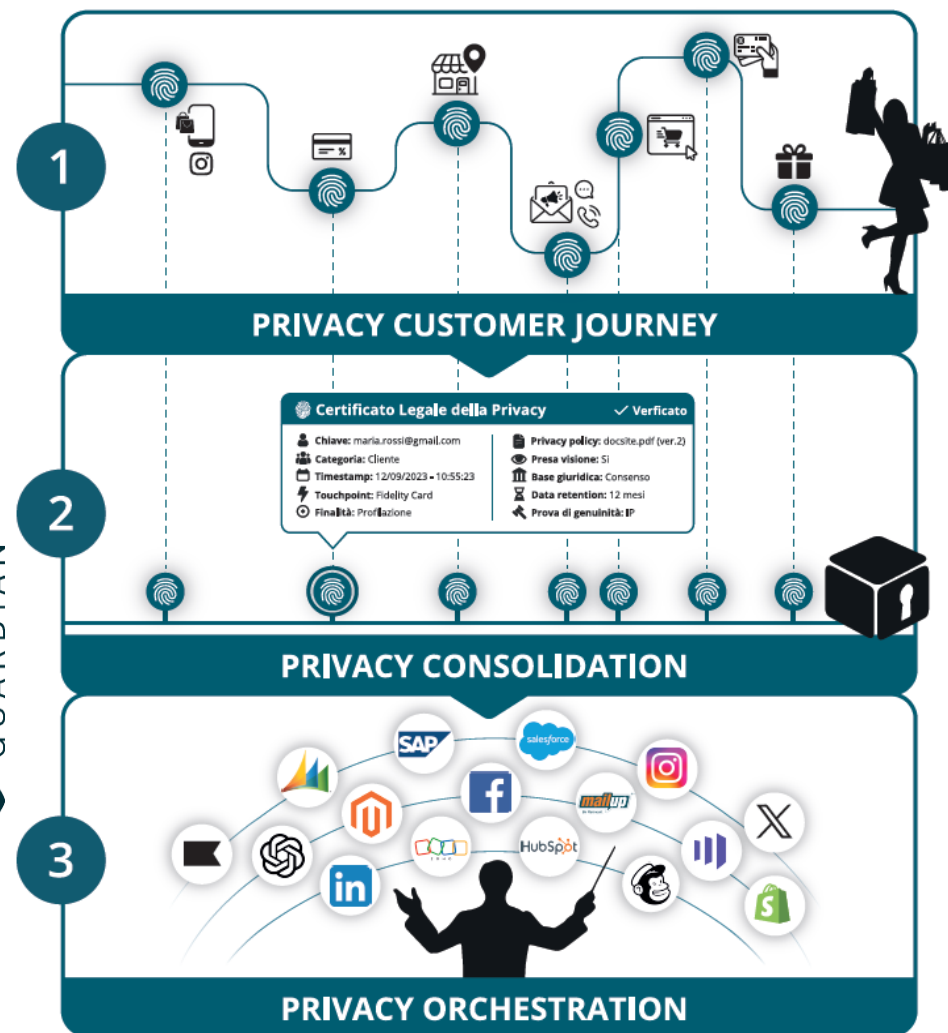
**ASSESSMENT &
REMEDiation**

**MESSA A
TERRA**

TECHNOLOGY

**COMPLIANCE &
AUTOMATION**

**TRUST
GUARDIAN**





**Boost Your Accountability
in Just Few Weeks!**