

*activ2121*

We integrate Privacy with Marketing



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# LEGAL-TECH

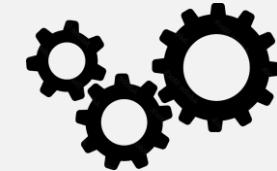
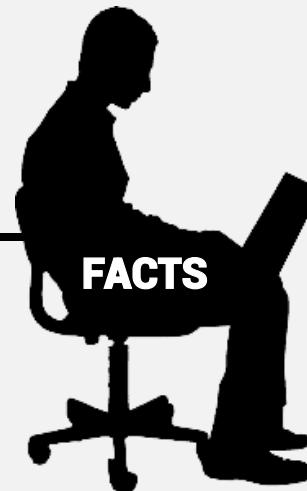
## WE INTEGRATE PRIVACY WITH MARKETING

**DPO  
LEGAL  
COMPLIANCE  
PRIVACY OFFICER**



**LEGAL-TECH**

**MARKETING  
BUSINESS  
SALES  
ICT**



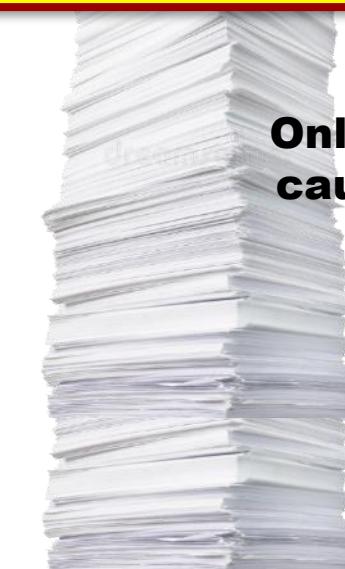
**MISSION**

**YOUR ✓ 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**



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**



**Fragmented management of Consents and Revocations**



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



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



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



**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**



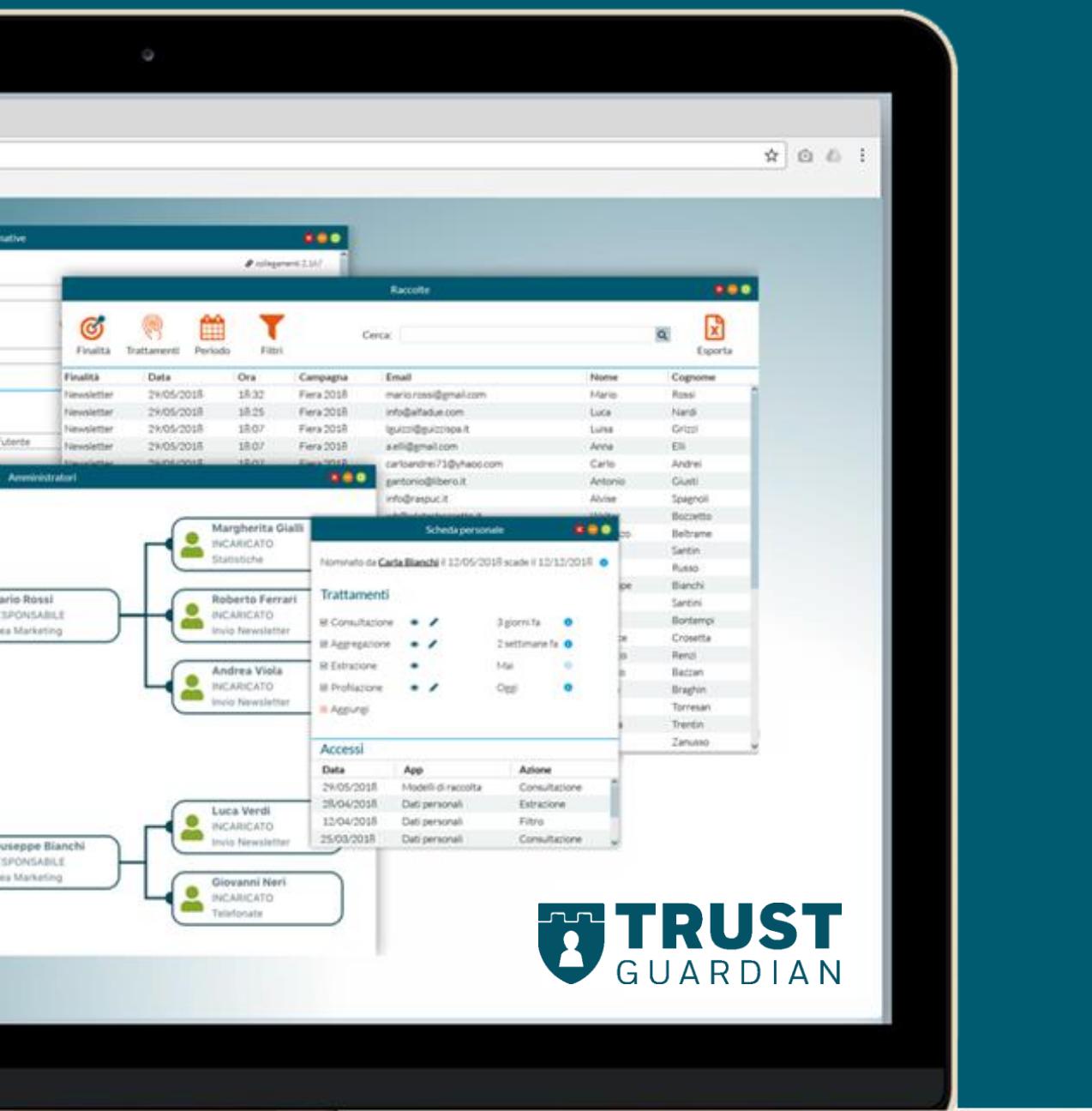
**Privacy  
History**



**Historical  
information**



**Data  
retention**



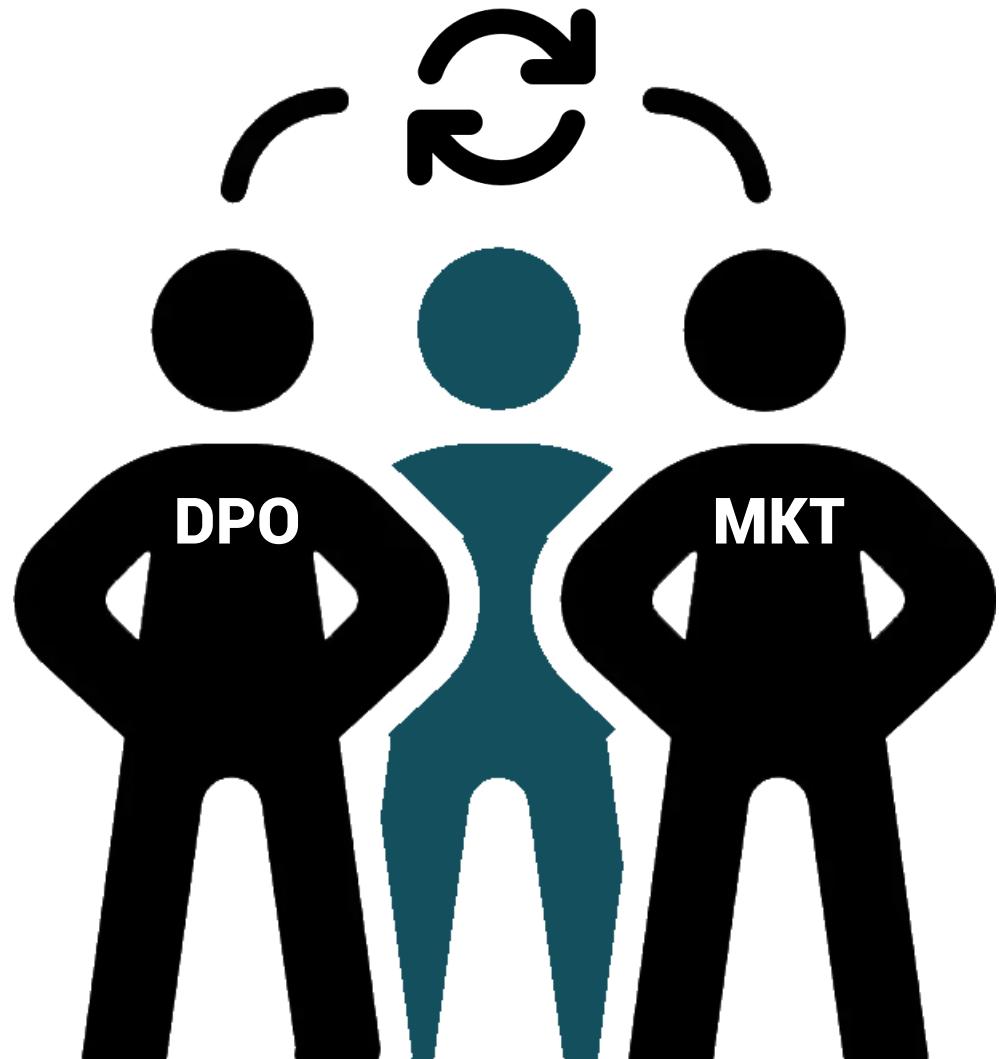
The Trust Guardian software interface on a tablet. The main screen shows a network of users and their roles. A detailed 'Scheda personale' (Personal Data Sheet) is open for a user named Margherita Gialli. The sheet includes sections for 'Trattamenti' (Data Processing) and 'Accessi' (Access). The Trust Guardian logo is at the bottom of the tablet screen.

Trust Guardian



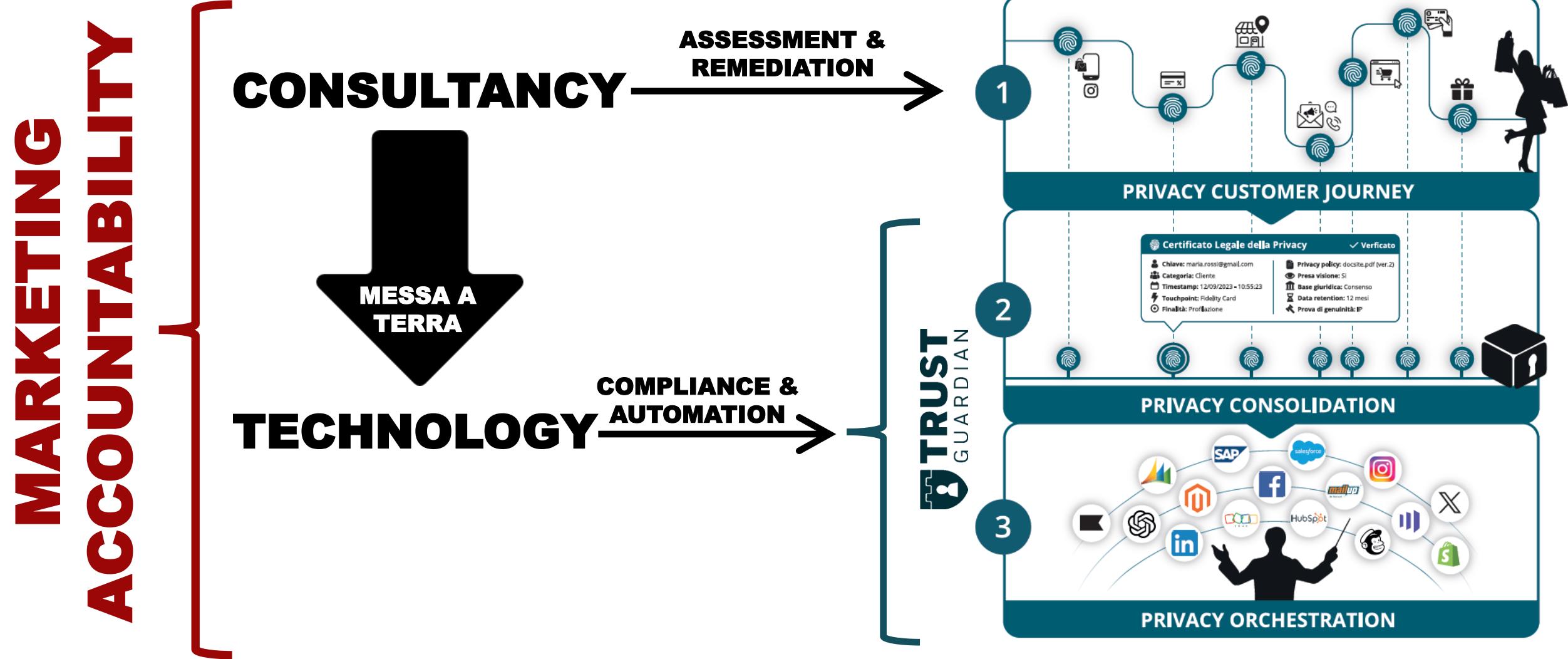
# CLOUD-BASED PLATFORM FOR MARKETING CONSENT MANAGEMENT

# 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





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