

Data and the Show Organizer

Seven Thoughts for 2022

Presenters

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CONSUMER CONSENT & DATA

The Rules for Show Organizers Changing Again

- Remember GDPR?
- What is about to happen is more complicated
- Why? In this case, **it is the major web browsers** who are **individually** getting ahead of lawmakers by eliminating/blocking 3rd Party cookies.
- Regulatory Authorities in the EU are now actively cracking down on Consent requirements for cookies (1st and 3rd Party). Other countries are not far behind.
- They are all at different stages and have disparate viewpoints



If you don't know who in your organization is working on this now, make someone starts tomorrow

HUCKSTER ALERT

As with GDPR, the conversations, definitions and rules are in a constant flux.

If someone tells you they completely understand what is going to happen, **grab your wallet.**

QUICK REFRESHER ON COOKIES

“HTTP cookies are small blocks of data created by a web server while a user is browsing a website and placed on the user's computer or other device by the user's web browser. Cookies are placed on the device used to access a website, and more than one cookie may be placed on a user's device during a session.” **Wikipedia**

(Yes, Wikipedia – it was the most succinct and we were on a deadline!)



Your marketers need to change, but so do your sales/registration/customer service teams, maybe more.

Find out who is impacted now.

- Functional cookies help your business recognize customers and give them a more tailored experience.
- Advertising cookies allow you to recognize customers and prospects across the web to track the effectiveness of advertising and to deliver tailored ads.
- The later are hated by many consumers. The former make the web much easier. Both may suffer the same fate – They require consent in the EU and are being globally blocked by Chrome, Safari, Firefox, etc. Degradation is inevitable.

No Means No!

It is **not** better to ask for forgiveness rather than permission!!!

- Even Prior to GDPR being passed, a pop-up or inline webform on your website was required for EU visitors to inform of, and gain consent for, 1st and 3rd party cookies. This was poorly enforced and therefore universally ignored or *implied* consent was the order of the day.
- You are now required to obtain consent BEFORE you drop any non-essential cookies for EU/UK visitors (opt-in)
- For California visitors you can drop cookies without consent, but you must give an option to refuse them (opt-out).
- You need to be clear on what cookies you use and for what purpose and inform your visitors in a way that builds trust.

ABOUT THAT “YES”

Most show organizers have historically pre-populated the “yes” to the cookies question. That is a wormhole in terms of “spirit” of the law.

Be aware of Max Schrems and NOYB. They have automated a way of seeking out, and are actively reporting, websites that do not meet the legal requirements around Cookie Consent and EU data subjects.

THE ISSUE IS NOW TRANSPARENCY

You Know, that Checkbox you Mindlessly Click “Yes”

- How you present your cookie banners and the language you use will have a direct effect on the level of acceptance (consent) you will achieve.
- The degradation of cookies from loss of consent is the tip of the iceberg. Even if you get consent, if the browser is blocking 3rd Party cookies then you still won't be able to drop them!



Accept that customer data is no longer yours. It belongs to your customers. When you draft your collection points, privacy notices and consent requests, ensure you **have all stakeholders at the table** to get it right the first time.

Build a relationship

Use categorization to your advantage, be honest in your intentions and “walk the walk”. In time your visitors will trust you enough to use their data respectfully.

Remember there must be something in it for them too. Good relationships are meant to be mutually beneficial!

DATA IS A JOURNEY NOT A DESTINATION

Know what you are going to do before you do it!

- How you collect data, be that via cookies or webforms for registrations etc, is probably the single most important step in your relationship with your data subjects.
- If you do not collect data with the right “lawfulness of processing” in mind you might not be able to use it in the future. DPIA’s and user journeys can help you avoid the bear traps.



Alignment across all stakeholders is critical. If sales are promising volume-based leads that you cannot deliver your customers will not thank you. You need to move from Quantity to Quality. Sell \$500 leads not 5c leads. There is a lot of value in trust!

Trust is everything

Facebooks success is now more about addiction but in the early days it was trusted.

People gave over everything to Facebook because they got a big return for doing so. Back then they trusted FB to just connect them with friends and have a place to show off their lives. – Sounds too good to be true!!

We are not FB (I hope) and there is an oportunity to build trust for those organisations who are brave enough to start that journey.

THE VIRTUOUS CYCLE OF DATA TRANSPARENCY

- We marketers can cry in our milk (or other stronger beverage), but bad actors have made our legitimate use of cookies get lumped together with their not so wholesome and “dark art” practices that destroy trust.
- When we talk about zero-party data (voluntary data from customer) and 1st-party data (requested data from customers), we need to :
 - Know ourselves why we want that data in ways beneficial to the customer,
 - Explain what will do this data and then follow through on using it for the customer’s benefit such as fewer but more relevant communications.

EXAMPLE WHEN DATA **HELPS** CUSTOMERS



The more customers see you using their data for their own benefit, the more willing they will be to provide more data that will benefit you.

TRANSPARENT, SECURE DATA AS BUDGET LINE ITEM

- Building the platforms for transparent and secure data storage and the integrations between systems such as marketing automation and sales is very much like buying a house.
- Yes, you pay your “mortgage” each month. But sometimes, the roof leaks and you have to fix it. And you will have no idea when the roof will leak but you need to be able to identify and fund those repairs quickly



Customer data collection,
infrastructure and upkeep needs
sufficient funding for the unknown



TREASURING YOUR CUSTOMER DATA

Changing Beliefs Starts at the Top

- All of this theory is easy to say within a conference call.
- But the truth is without a top-down respect of customer data security and transparency, the virtuous circle will be broken.
- The SOPs and institutional mores around data are mission critical.
- Remember, Policies and Procedures are great, but they are worthless if they are not actually working and being “lived” on the ground – beware of Lawyers promising compliancy!



Leadership and frontline managers must buy in and evangelize the sanctity of customer data across the organization every day.

“The Crown Jewels”

Your marketers are likely the best department in leveraging customer data.

But the pressure on them to misuse is very real.

Promoting the value of, and respecting customer data starts with that expectation talking hold in marketing and the business as a whole, as a cultural change.

Questions?

Come on...it's DATA questions!