

The really useful GDPR resource: your definitive guide

 the-gma.com/really-useful-gdpr-resource

By Sally Hooton



Here it is! Everything you need to know about GDPR, from what it is to how it affects you and your brand/business – wherever you are in the world. We have put together a full GDPR resource – a complete guide to the General Data Protection Regulation, compliance and how to make sure you are ready for the new law, which comes into force on 25 May.

With time running out, we're still getting asked here at the GMA about the best sources of information on GDPR. Not the doom and gloom opinion pieces that have proliferated recently, but the actionable, do-something-about-it, make-it-work type of content. A full GDPR resource for you to refer to when you need information quickly, or to study more deeply over time.

So here you are, The Global Marketing Alliance's 'best of GDPR' page for your perusal and satisfaction. We hope it helps.

And if you want to share your know-how on the subject and get a great piece of content added to this GDPR resource, please email sally@-gma.com and, if we reckon it 'has legs' and adds true value for our knowledge-thirsty readers, we'll run it as quickly as we can.

Meanwhile, if you think this is all really useful info – and we hope you do – please forward, like, share and otherwise distribute it, so as many people as possible can benefit, too. Thanks!

Here's the big kahuna!

For those of you with lots of spare time and an unnatural liking of EU technobabble, here is the [full legislative document](#) – click that link to view all 99 chapters of legislation and 173 Recitals (interpretation and reasons for various aspects of the legislation).

Our GDPR resource and The Official Stuff:

Whatever you read below and elsewhere, it makes sense to make sure you have digested the [official GDPR perspective from the ICO](#).

In particular, the [ICO's 12 steps to take now for GDPR](#) is a useful GDPR resource, as are detailed guides such as this one on [GDPR consent](#).

We rather like this [European Commission interactive infographic](#). It's kind of fun and a great introduction – and ideal for sharing with people at all levels in your business who need a quick intro.

Finally, this is a must-read: [UK Information Commissioner Elizabeth Denham's own myth-busting article on GDPR](#).

Key influencers on GDPR you should know about

1. Responsible for guiding policy for online advertising as it relates to GDPR: Yves Schwarzbart, Head of Policy, IAB [@yvesldn](#) [@IABUK](#)
2. Privacy and technology expert Gilbert Hill, London Tech Advocate spokesman and and GDPR trainer [gilbertmhill](#)
3. GDPR Author and trainer Maurice Flynn, GDPR lead at DECCO, [@MauriceCFlynn](#)
4. Rupert Graves, CEO Adunity and pi compli and IAB committee member [@AdUnityEU](#)

These are our choices, based on real people we know, but others have assembled key influencers based on share of voice in social. [We like this summary of GDPR influencers](#).

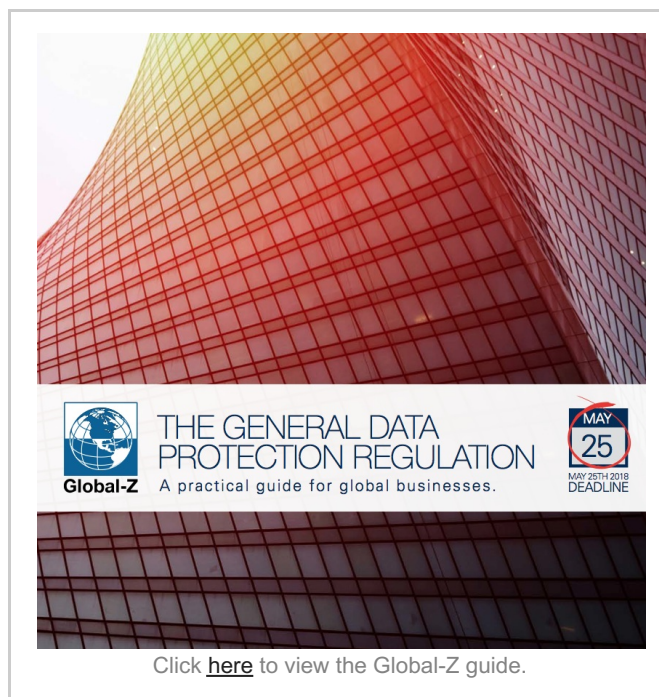
As well as creating this definitive GDPR resource of relevant names and weblinks to guide you thorough myriad information on the subject, we have also created the **RISE Power 100 GDPR** scorecard. It's based on Klout scores which is heavily twitter-focused so existing networks, size of organisation and knowing how to 'game' the system means it's not perfect. It is interesting though, take a look: [GMA GDPR Power 100](#)

And we think this site – The [Data Protection Network \(DPN – a GMA Network partner\)](#) – offers some of the best, no-nonsense advice out there when it comes to GDPR. It's also free, although you do need to create an account to



access some of the content. Check out the Data Protection Network Compliance Ladder (click the picture on the right to view it) and also visit [this page](#) for guidance on GDPR profiling: what you need to tell your customers – and, especially, visit this page for info about [Legitimate Interests](#).

The **DPN's Rosemary Smith** (co-founder/director of [Opt-4](#), which offers GDPR advice and training) has edited the [Global-Z practical guide](#) for global businesses on GDPR. Across some 70 pages, it gives chapter and verse on the regulation for companies that market to or collect data about individuals in the EU. Check out the guide by clicking on the image (left). [Global-Z](#) – based in the US – has a [whitepaper](#) titled, '6 Steps to Prepare Your Customer Data for GDPR', which also offers invaluable guidance for companies that hold data on EU individuals on staying on the right side of the new law. [Click here to view that whitepaper](#).



Rosemary Smith takes part in this hour-long webinar (below) on Legitimate Interest – is it appropriate, is it lawful, is it a get-out-of-jail-free-card, how can you know for sure? The webinar was hosted by law firm Bristows and includes Stephen McCartney, DPO at Pearson Education. Under debate is the sentence, 'Just because you **can**, doesn't mean you should'. Take a look:

We also recommend that you check out [this website](#), which is dedicated to giving a full run-down on the EU GDPR, and we have found this [resource kit](#) from Mailjet useful. Be aware, too that a full [training course](#) on being GDPR-compliant is available at the IAPP (International Association of Privacy Professionals).

And here's another excellent resource, the [GDPR Index](#), which gathers together companies, consultants, products and all things GDPR-related to help guide you towards full compliance.

The GMA has had a few things to say, too!

Our expert contributors at the Global Marketing Alliance have been writing about GDPR for some time. Here are some of the articles that we think give interesting perspectives on various aspects of the legislation:

[New privacy rules OK – how GDPR will affect data use in retail, automotive and financial services](#)

[GDPR & email: will the new regulation be the death of email marketing?](#)

[The Golden Quarter & GDPR – opportunities for marketers](#)



[As mist round GDPR lifts – 5 steps to help you keep calm and carry on](#)

[Focus on the merits of GDPR – rebuilding consumer trust](#)

[The top five GDPR myths . . . answered](#)

[SWOT up on data privacy: 'think positive, it's a GDPR opportunity not a threat'](#)

[B2B GDPR – a common sense view and workable expertise, at last](#)

[GDPR compliance: act in haste, repent at leisure](#)

[The marketing consequences of GDPR – who will be the winners and losers after May 2018?](#)

[The GDPR consent dilemma: is there an alternative?](#)

[GDPR and your data: check you comply . . . then check again](#)

Elsewhere in the media

GDPR is what everyone is talking about, understandably – so here's a few articles we can recommend.

Vendors and agencies

They may have an agenda, but there are lots of great GDPR resources being created by various companies that support GDPR compliance in some way. These are some of our favourites (so far):

Chew on this GDPR resource, but find out even more with MINT!

Last, but by no means least – the GMA runs an annual, one-day event called **MINT: Data Driven Marketing Summit**. The MINT acronym comprises **M**arketing **I**nnovation **N**etworking & **T**echnology and top of the agenda at our MINT event this year is, you guessed it, Regulation! We have gathered together top industry sages to discuss the upcoming GDPR and its ramifications and there will be plenty of opportunities during MINT to clear up any concerns you may have about compliance with the new law.

After two successful gatherings in Amsterdam, we are holding MINT in central London this year, on Wednesday 18 April – just under six weeks to the GDPR D-Day! Come and join us there. All the details about the speaker agenda and who's who are here: www.datadrivensummit.com. Book your seat now via this [LINK](#) to claim a £100 saving on the ticket price.

We hope to see you there.

Before you go:

“We take privacy extremely seriously,” says Apple co-founder Steve Jobs about one minute into the short video included below. It's an interview from 2010 and is therefore more about Silicon Valley's general stance than the affects of legislation. But listen . . . take on board how the late, great Jobs seems to predict the essence of GDPR after making this statement: “Privacy means people know what they are signing up for – in plain English and repeatedly.”

Have an opinion on this GDPR resource? Please join in the discussion: the GMA is a community of data driven marketers and YOUR opinion counts.

Author: Sally Hooton

Editor at The GMA | www.the-gma.com

Trained as a journalist from the age of 18 and enjoying a long career in regional newspaper reporting and editing, Sally Hooton joined DMI (Direct Marketing International) magazine as editor in 2001. DMI then morphed into The GMA, taking her with it!

