

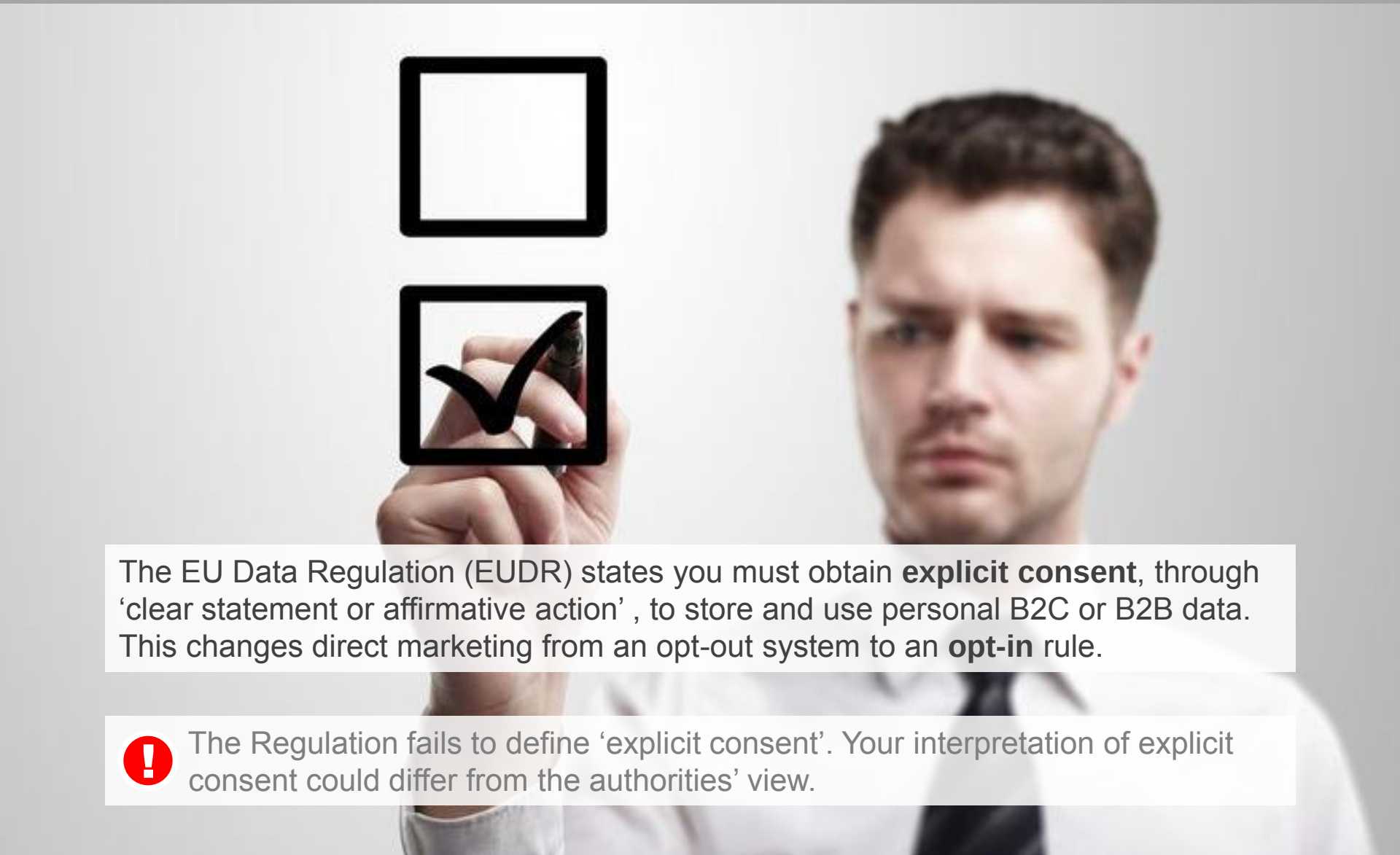
The new EU Data Regulation and its impact on B2B direct marketing

“New EU Data Protection Regulation”



Experts believe the new law will be introduced between 2014-2016.
The existing Directive is replaced by a new **Regulation**.
This means the same law will apply across all EU Countries.

“You need consent for ‘personal’ data”



The EU Data Regulation (EUDR) states you must obtain **explicit consent**, through ‘clear statement or affirmative action’ , to store and use personal B2C or B2B data. This changes direct marketing from an opt-out system to an **opt-in** rule.

The Regulation fails to define ‘explicit consent’. Your interpretation of explicit consent could differ from the authorities’ view.

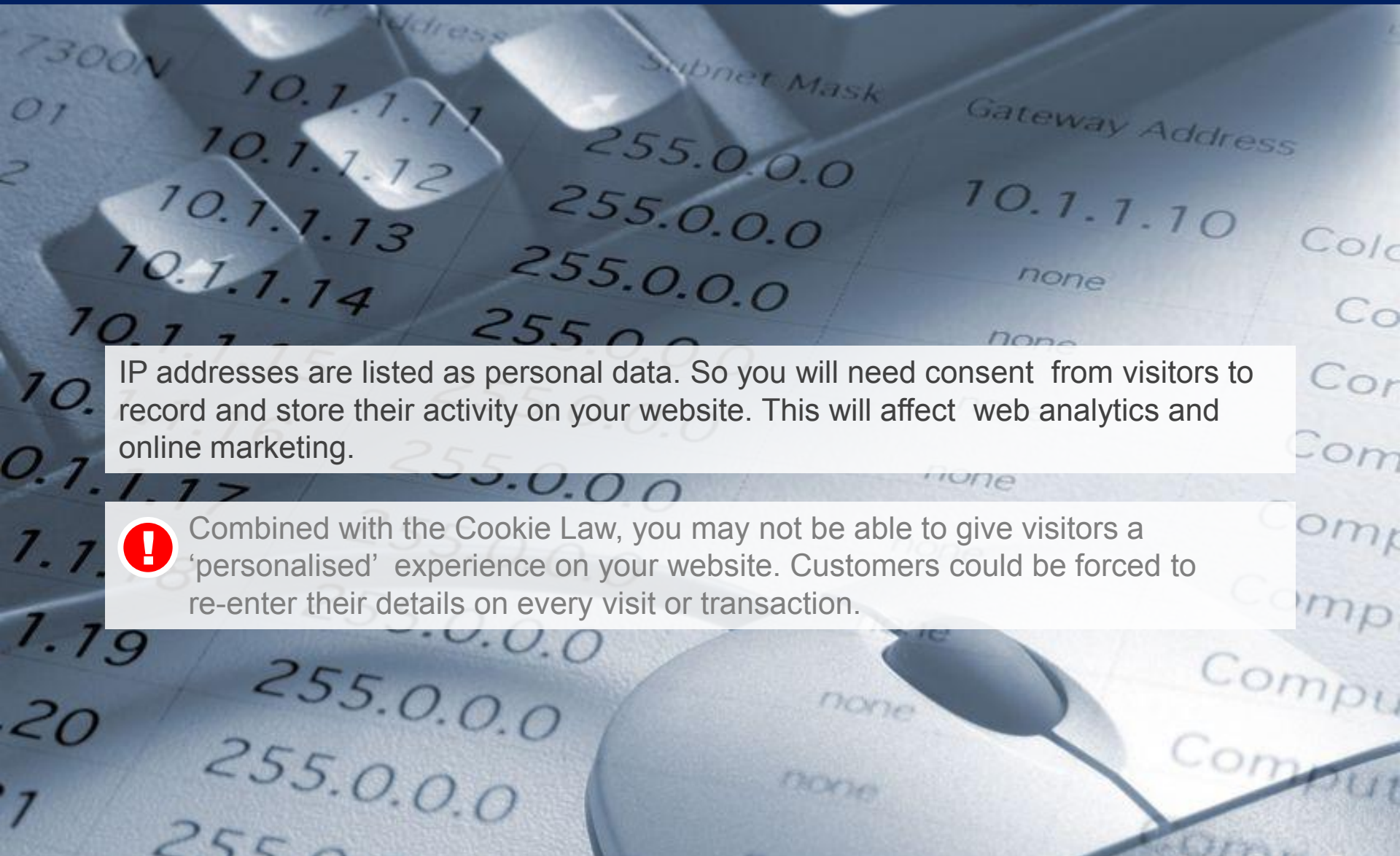
“What is personal B2B data?”



- Full name
- Job title
- Work email address
- Direct telephone number
- Actions & behaviours
- Computer IP address

There is no distinction between B2B and B2C data in the Regulation. So the flow and profiling of B2B data will be restricted, which will impact the effectiveness of your direct marketing.

“Computer IP Address”



IP addresses are listed as personal data. So you will need consent from visitors to record and store their activity on your website. This will affect web analytics and online marketing.

Combined with the Cookie Law, you may not be able to give visitors a ‘personalised’ experience on your website. Customers could be forced to re-enter their details on every visit or transaction.

“Right to be forgotten”



The regulation introduces a new ‘right to be forgotten’ by internet firms.
If a person requests, you will have to **remove all data** held on them and any information you have published about them on the internet.

a) The ability to take screen photos means data displayed on a website can be stored offline by anyone.
b) You cannot delete data that has been copied to other websites.
c) Enforcing someone’s right to be forgotten, revokes your right to remember.

“Data held outside the EU”

Data held outside Europe on EU Citizens will be subject to the same law.



Impossible for companies to know they are dealing with EU Citizens until the person registers their details online. Impractical to prosecute outside EU.

“Data Protection Officer”



Companies employing 250+ staff will need to designate a Data Protection Officer

“National Supervisory Authority”

Each country will have a National Supervisory Authority to investigate breaches of the Regulation



“Failure to comply”

The new regulation allows for fines up to €1,000,000 or 2% of global turnover.



“Now, stop... and think”



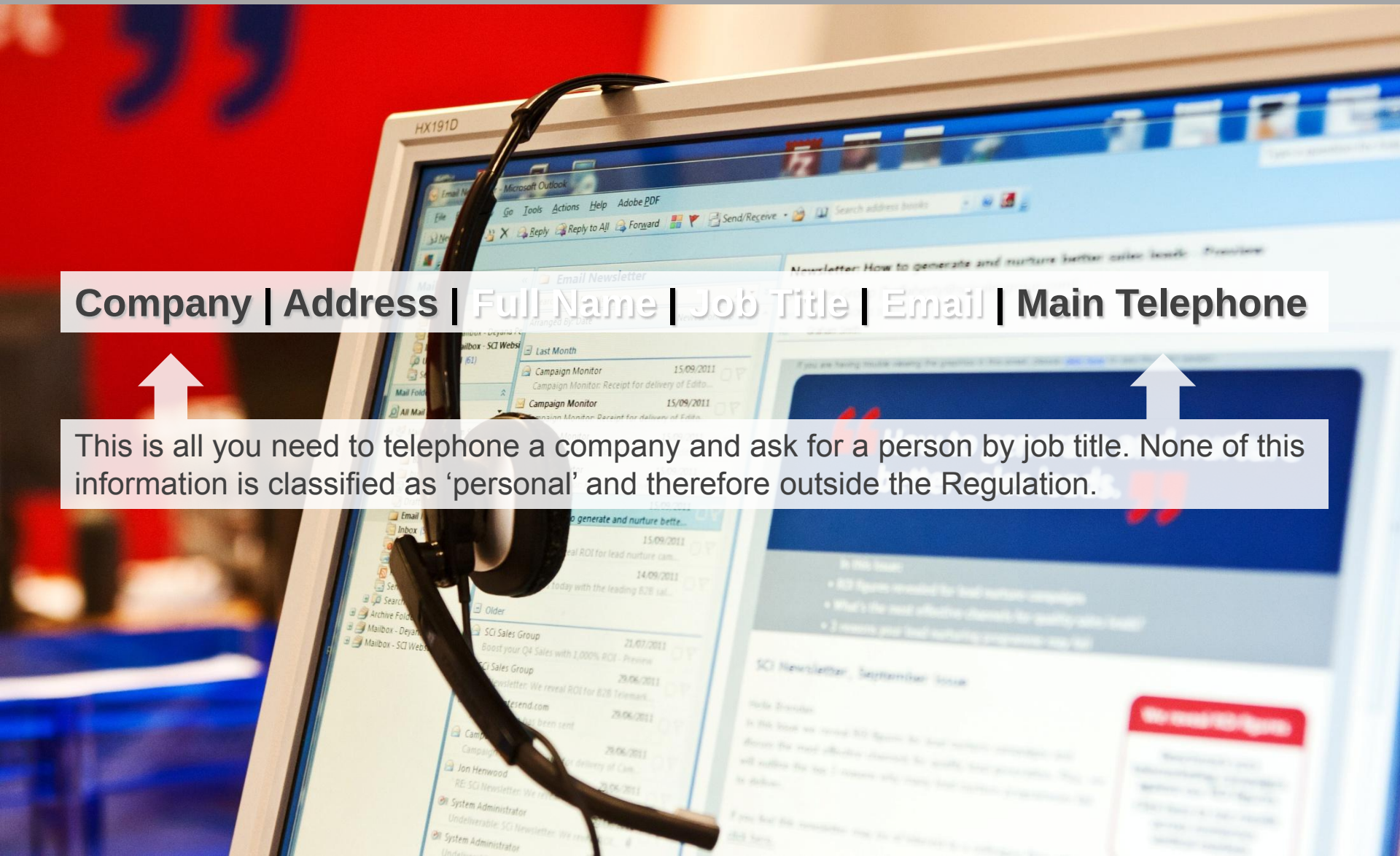
“What does B2B data look like now?”



“What could B2B data look like in the future?”



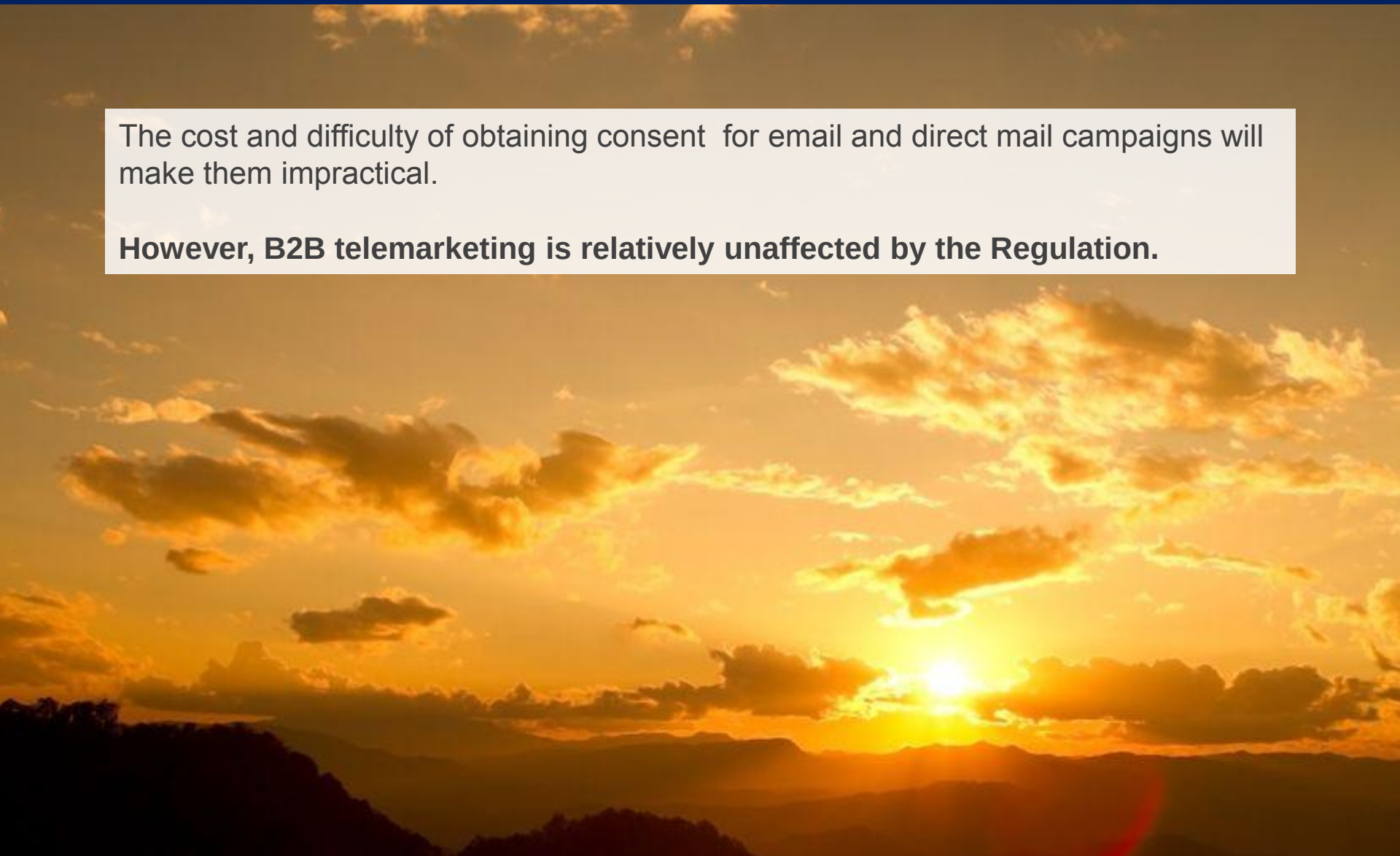
“What could B2B data look like in the future?”



Company | Address | Full Name | Job Title | Email | Main Telephone

This is all you need to telephone a company and ask for a person by job title. None of this information is classified as ‘personal’ and therefore outside the Regulation.

“A golden age for B2B telemarketing?”



The cost and difficulty of obtaining consent for email and direct mail campaigns will make them impractical.

However, B2B telemarketing is relatively unaffected by the Regulation.

“What can you do now?”



Yes, you could stick your head in the sand and hope the problem goes away.

“What can you do now?”



Or wait for your rivals to do something, then follow the leader.

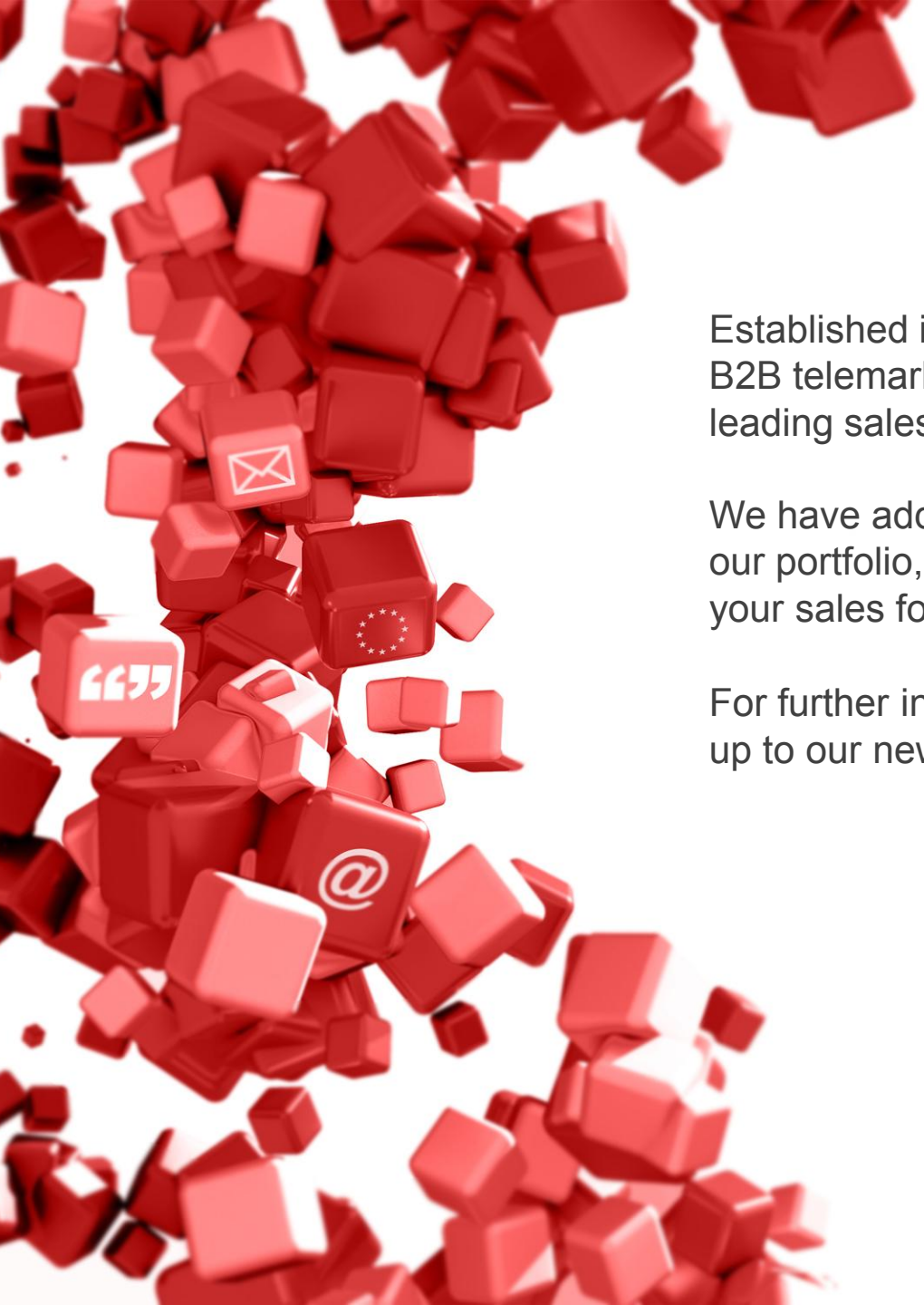
“What can you do now?”

Or you could become a leader ! Here’s 3 things you can do:

1) Get consent for direct marketing from prospects and customers now. Customers are the best place to start.
2) Start investing in a content marketing programme. Customers and prospects will ‘opt-in’ for information that educates and informs.
3) Allocate more budget to telemarketing. The EUDR states you cannot store personal information without consent, but switchboard telephone numbers are not personal.

Need more advice? Contact Graham Smith, Marketing Director, on 020 8846 3950 or visit our EUDR web page for updates - http://bit.ly/SCiEUDR





Established in 2002, SCi Sales Group began life as a B2B telemarketing agency and has grown to become a leading sales acceleration specialist within EMEA.

We have added other offline/online marketing tools to our portfolio, and can act as an outsourced extension of your sales force or a supplier of insourced sales talent.

For further information, please visit our website or sign-up to our newsletter – www.scisalesgroup.com/contact

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