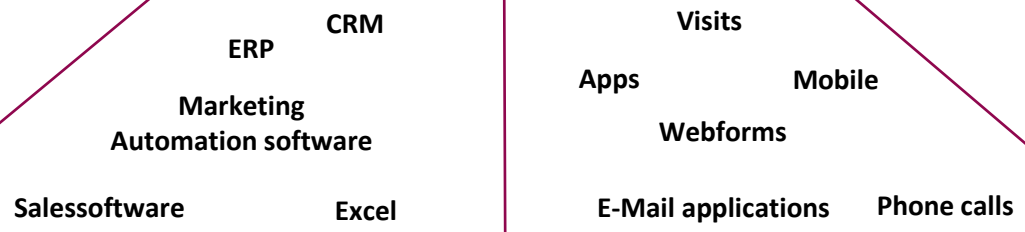


1. GDPR requires justification for collecting, storing and use of personal data (accountability)

3. Many organisations use multiple systems and channels where (personal) data is processed for commercial purposes.



2. Your data strategy requires central insights and relevant customer interactions

4. Main challenge organisation: build good reputation & control privacy risk when using multiple systems and channels  
 "How to maximize the value of customer insights according privacy obligations?"



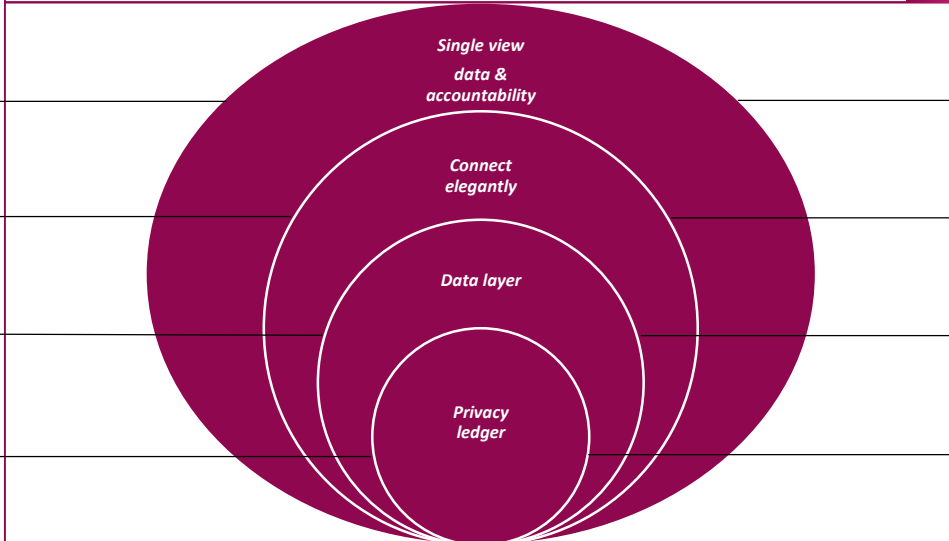
IT department: Comfort in maintenance IT landscape

Commerce: Collect and use data for more relevance & higher conversion

BI & analytics: Robust customer insights for business purposes

DPO: Compliant & accountable operationalisation privacy

5. Solution direction: Single point of truth data and accountability



Plug-in with systems where personal data is processed

Omni channel accountability based interaction

Personal data & preferences based on data strategy

Central administration lawful processing, audit-trail, evidence

Organisation privacy policy & data strategy as starting point

More information? [Contact OptInsight via this link](#)