

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

3. Most organisations use multiple systems, applications where (personal) data is captured .



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



4. Main challenge organisation: build good reputation & control privacy risk  
How to maximize the value of customer insights within the boundaries of privacy legislation?



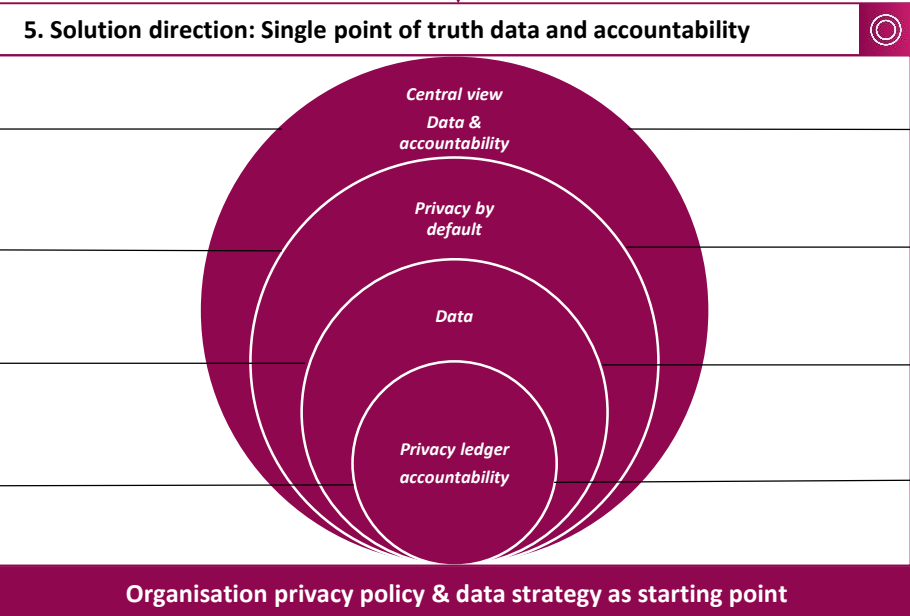
5. Solution direction: Single point of truth data and accountability

IT department: Comfort in maintenance landscape

Commerce: Collect data and higher conversion

BI & analytics: Robust customer insights for business purposes

DPO: Compliant, proven & operationalisation privacy



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