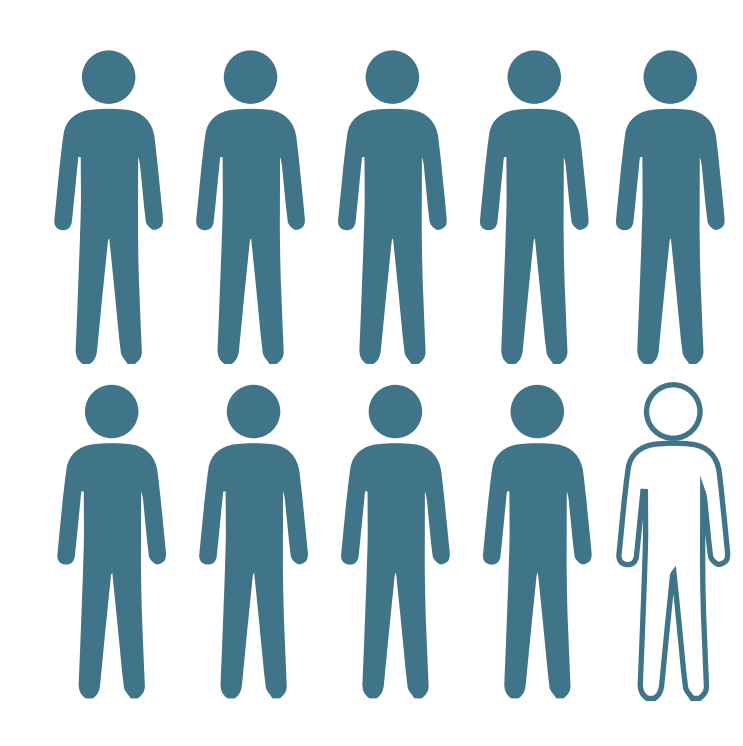


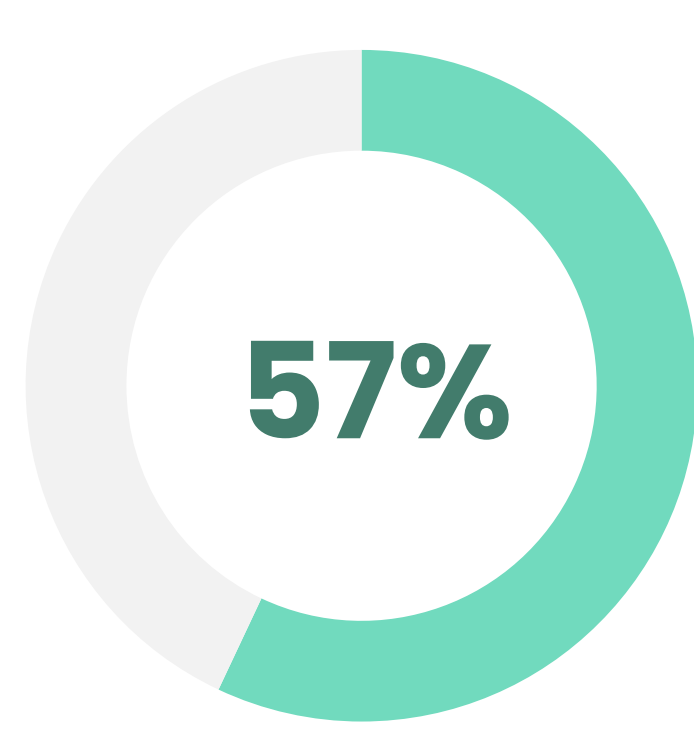
Why Ethical Data Management and Privacy Matter

Your path to growth and competitive differentiation

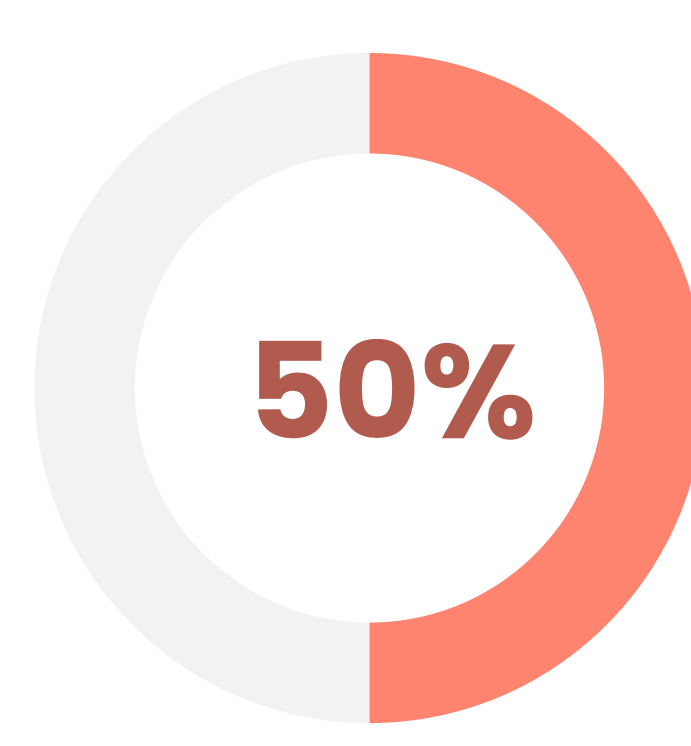
Data ethics, privacy, and trust are non-negotiable



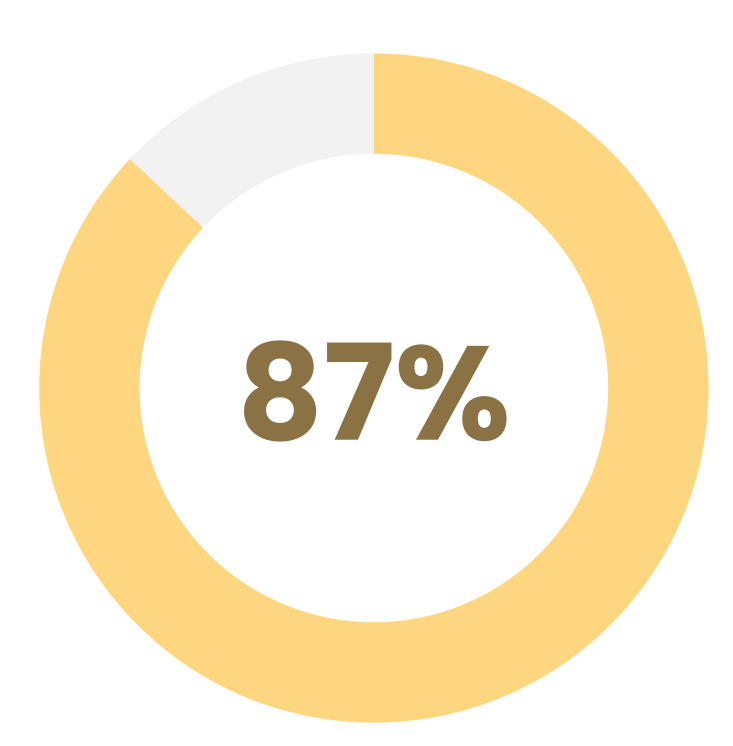
Nearly 9 out of 10 consumers care about data privacy.¹



57% of consumers will stop doing business with a company that has broken their trust.²



50% of executives worldwide said that privacy is now baked into every business decision.³

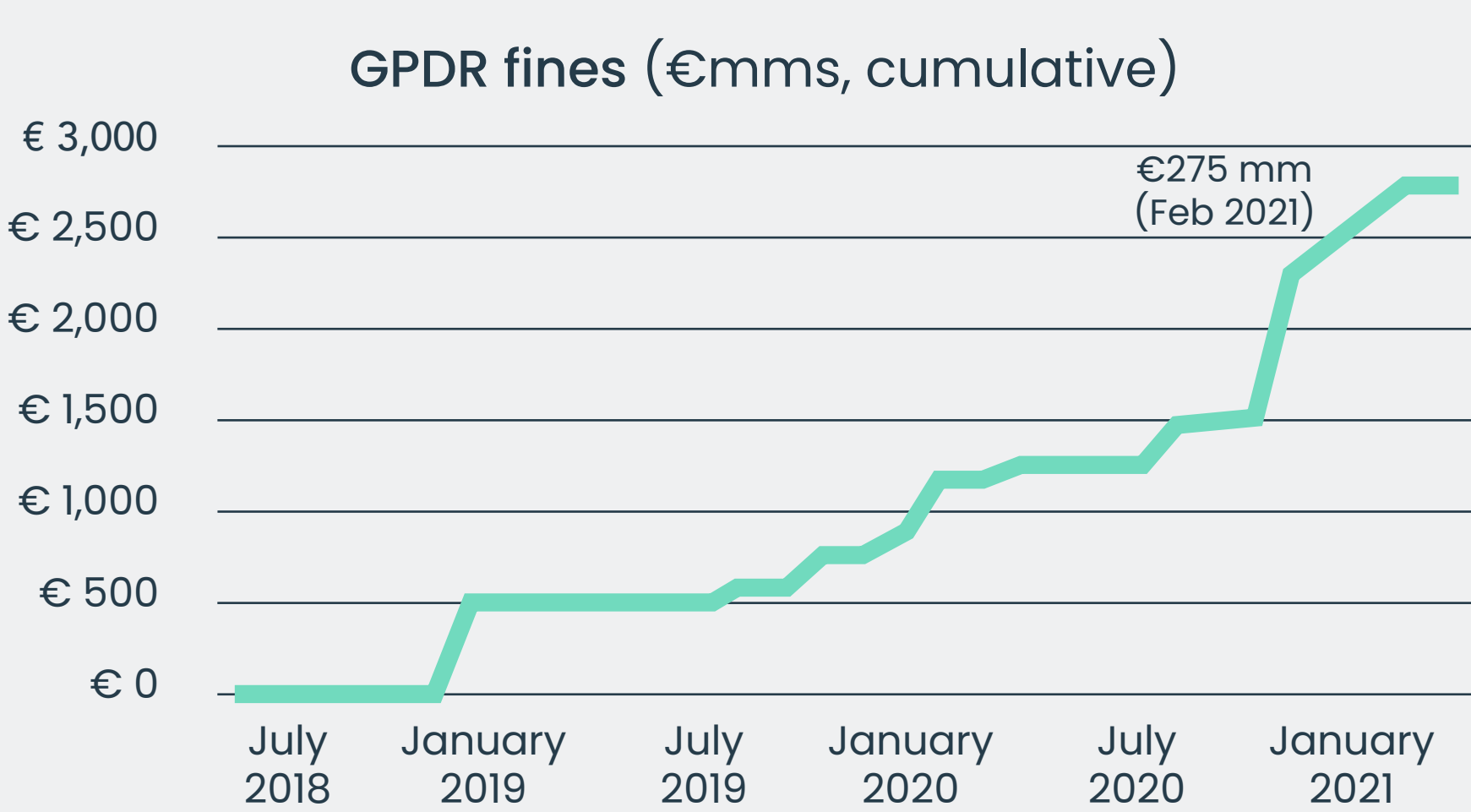


87% of consumers would not do business with a company if they had concerns about its security practices.⁴

The stakes are high

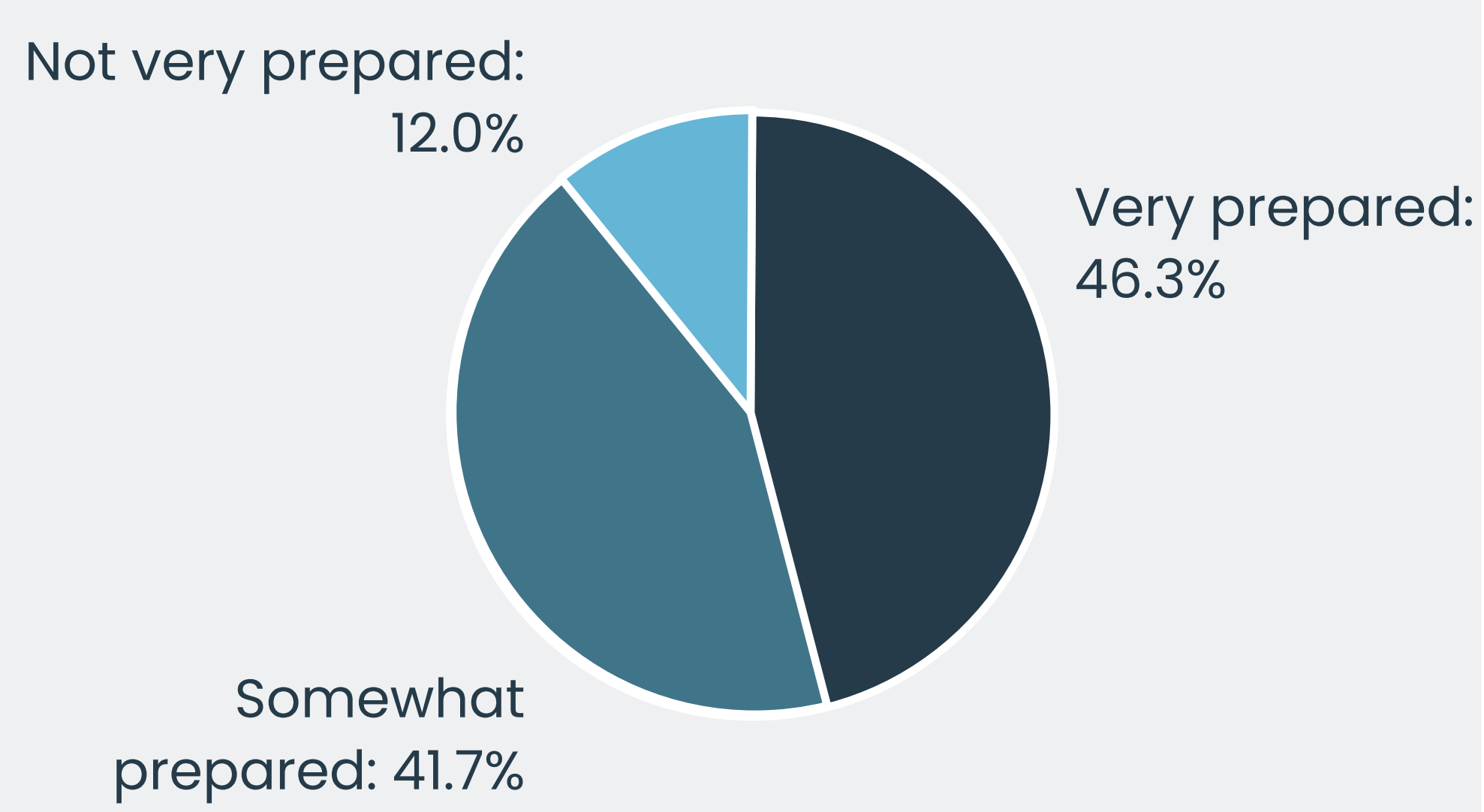
Failure to comply is expensive

The EU's Data Protection Authorities can issue fines up to €20 million (\$24.1 million) or 4% of annual global turnover (whichever is higher).⁵



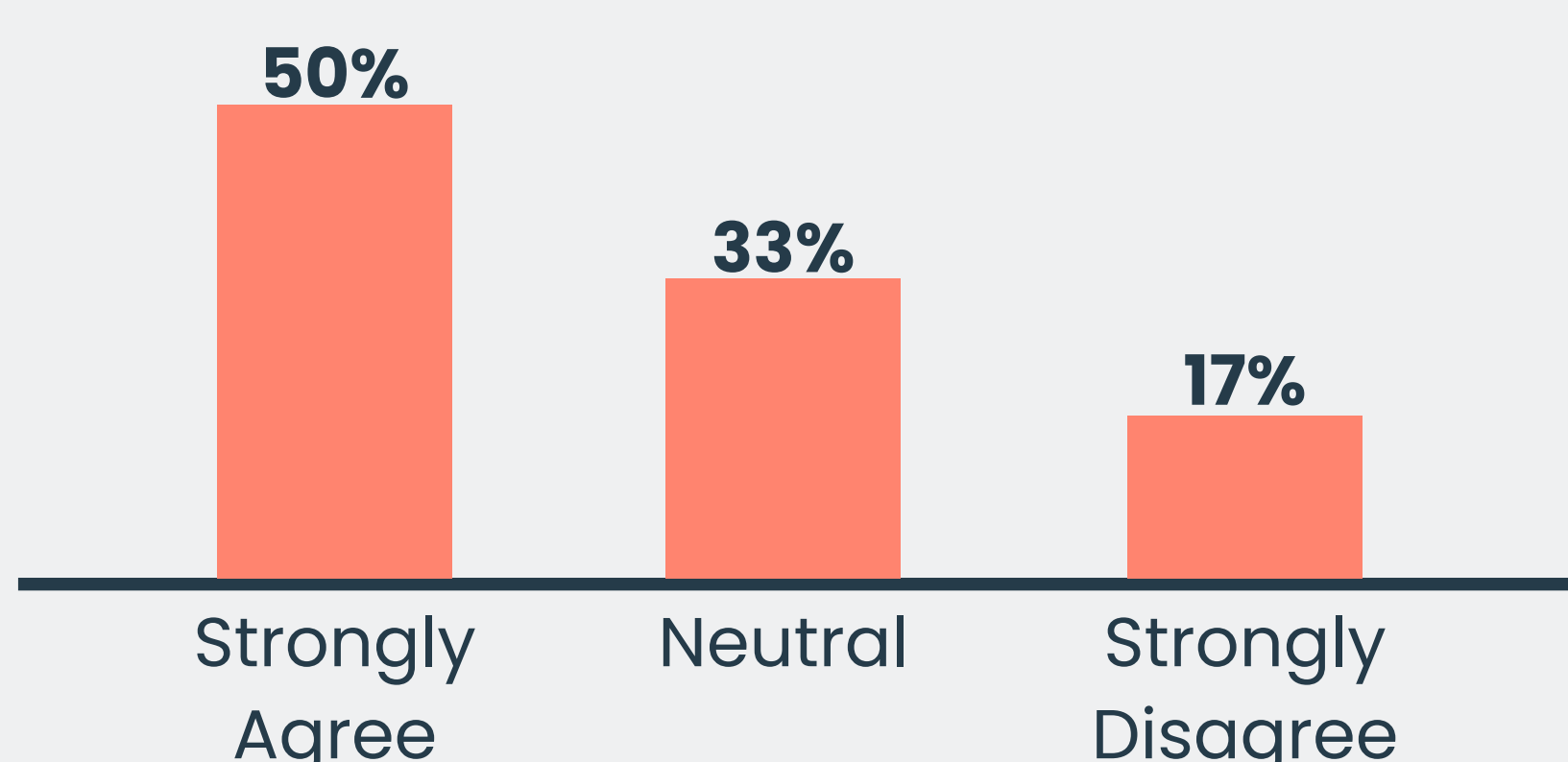
Hope is not a strategy

Fewer than half of marketers say they are "very prepared" for the change.⁶



Privacy is a source of competitive differentiation

Half of consumers are willing to pay a premium for products/services from companies they believe protect their personal information.⁷



It's the right thing to do

A majority of employees agree that CEOs should take the lead on change rather than waiting for government to impose it.⁸



How you can prepare

1 Maximize your collection and activation of first-party data

Google's decision to delay third-party cookie deprecation until 2023 may give you more time to prepare, but it only prolongs the inevitable. Take control of your own destiny by using first-party data assets to build closer connections with customers.

2 Implement automated and flexible end-to-end consent management

Ensuring consent is fully incorporated into your data management practices not only builds trust with consumers, but also keeps data in the hands of growth-focused teams when and where they need it to optimize engagement.

3 Apply deterministic and probabilistic methods of identity resolution

Business teams need identity resolution that results in unified and actionable customer profiles. Look for solutions that augment the precision of deterministic matching with probabilistic techniques to resolve common data entry errors.

4 Invest in data clean rooms

By facilitating second-party data sharing in a privacy-safe environment, data clean rooms can help you build upon your consented first-party data while gleaning richer audience insights, improving targeting and personalization, and better understanding the effectiveness of your advertising spend.

Learn how you can successfully navigate the ongoing changes in the privacy-first era with our third-party data deprecation playbook.

[Download Playbook](#)

Sources:

¹ eMarketer Privacy as a Competitive Advantage Report

² Cognizant's Business Value of Trust Report

³ PwC 2021 Global Digital Trust Insights Survey

⁴ The consumer-data opportunity and the privacy imperative, McKinsey & Company

⁵ General Data Protection Regulation

⁶ Epsilon 3PC Deprecation Research Report

⁷ Cognizant's Business Value of Trust Report

⁸ Edelman Trust Barometer 2020