

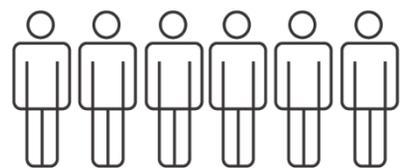
How Should We Look at Data Privacy?

Compliance Risk Mitigation vs. Competitive Advantage

Consumers live online now more than ever before; this trend will continue, too. As their public and private lives merge, the lines between them are increasingly blurred. People willingly lose privacy by using social media, search engines, and smartphone apps. The use of even the most basic digital services means, of necessity, providing personal information.

Privacy laws protect our privacy because, to live in the digital economy and to receive the digital services that we take for granted, people need to provide sensitive private information. Being GDPR compliant gives companies an advantage over rivals as these compliant companies are beginning to generate more customer trust and loyalty.

This trust leads to the ability to operate and expand EU business and to grow the bottom line. Data privacy isn't just about compliance; it's also about creating sales, operational and marketing advantages.



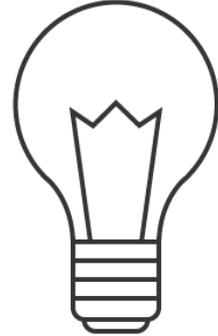
- **Consumer Loyalty**
- **Repeat Buyers**
- **Operate in EU**
- **Grow Bottom Line**
- **Prevent Penalties**

How should we look at data privacy?

Data privacy can give a competitive advantage

The headlines around GDPR often encourage businesses people to see compliance as a burden to mitigate risks. Progressive leaders are seeing it as an opportunity to win and retain new customers

Protection of privacy and respect for consent are becoming competitive differentiators that consumer are looking for.



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Cleansing customer data brings clear ROI

Consumer data processed with the user's consent (another legal requirement of GDPR) gains additional trust and provides new opportunities to communicate with customers. Privacy compliant data practices create many operational efficiencies and performance gains.

Getting a data map is not only required to ensure GDPR compliance but helps streamline operations by removing duplications and ensures that customer information is up to date and accurate.



Feroot has pioneered a Privacy Management approach that integrates Data Controllers and their processors' Privacy Lifecycle Management to automate GDPR Article 3, 5, 7, 12 to 21 obligations and requirements for fulfilling Data Subject Rights and demonstrating proof of compliance.

Feroot aims to make privacy compliance a competitive advantage
Schedule a demo at www.feroot.com/demo