

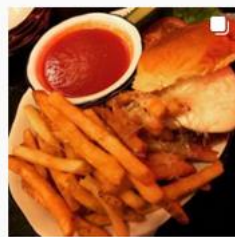
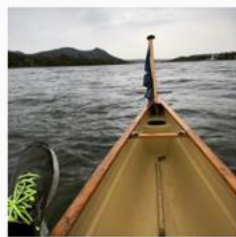
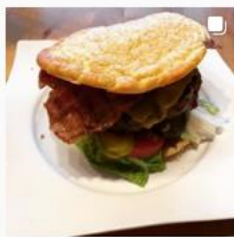
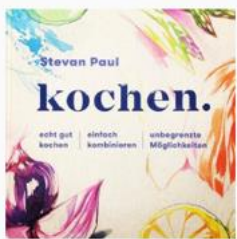
# THE VALUE OF GDPR

BUILDING TRUST, ENHANCING DATA QUALITY

PASSION LED US HERE

Till Buettner

Digital Analytics Summit - 12.10.2023



**Till Büttner**

Director Web Analytics  
DHL Group



**TOO LONG; DIDN'T LISTEN**





# General Data Protection Regulation

*“**Data privacy** means **empowering** your users to make their **own decisions** about **who** can process their data and for **what purpose**.”*

*“**Data protection** means **keeping data safe** from unauthorized access.”*

*-- GDPR.eu*

# The Observer

Revealed: 50m Facebook files taken in record data breach



## Data firm's executives caught boasting of dirty tricks to swing elections

**The Cambridge files**  
Facebook social company's chief lobbyist of using 'dirty tricks' to sway voters and split

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## UK watchdog fines Facebook over Cambridge Analytica data scandal

Maximum £500,000 penalty issued • Both sides in EU referendum under investigation

UK watchdog fines Facebook over Cambridge Analytica data scandal. Maximum £500,000 penalty issued. Both sides in EU referendum under investigation.

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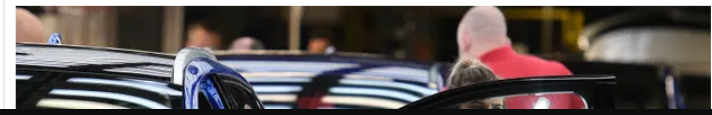
- News
- Opinion
- Sport
- Culture
- Lifestyle
- More

Business ▶ Economics Banking Money Markets Project Syndicate B2B Retail

### Nissan

# From sex life to politics: car driver data grab presents 'privacy nightmare', says study

Mozilla Foundation studied 25 car brands and found some collecting data on 'sexual activity' and 'political opinions



### Hibaq Farah and Jasper Jolly

Wed 6 Sep 2023 16.28 CEST



# Web Overload: Why Digital Advertising Needs To Hit The Reset Button

Jonathan Hochman on September 25, 2015 at 9:48 am



Source: <https://marketingland.com/web-overload-143933>



**DON'T BE AFRAID  
TO DEAL WITH IT**

A photograph featuring five light-colored wooden blocks arranged horizontally to spell out the word "TRUST". Each block has a small number "1" in the bottom right corner. The blocks are set against a plain white background. In the upper left corner, there is a cluster of small, dried blue flowers with thin stems. A few more of these flowers are scattered on the white surface to the right of the blocks.

T<sub>1</sub> R<sub>1</sub> U<sub>1</sub> S<sub>1</sub> T<sub>1</sub>



**C'mon son**

**Raise your hand**

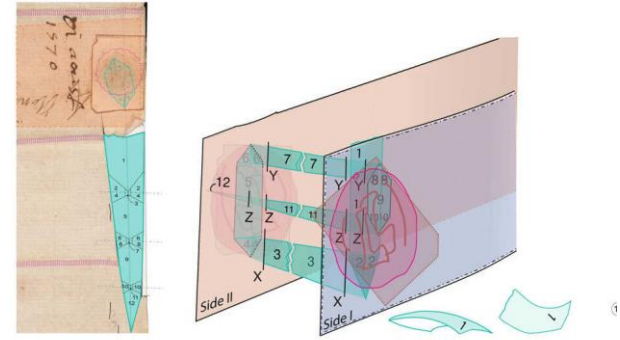
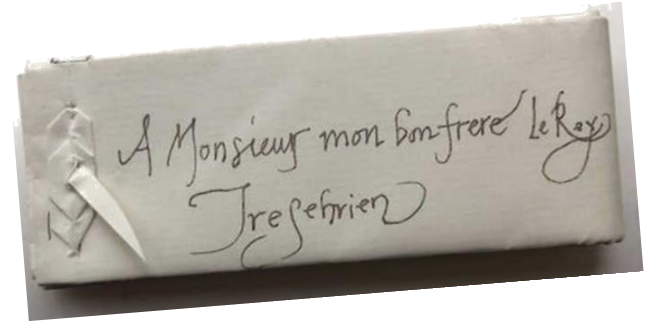
**Do you use an ad-blocker?**



## At DHL, highest values of data privacy are part of our history

### Secrecy of correspondence

In Germany, the secrecy of **correspondence** (“*Briefgeheimnis*”) dates to the Prussian postal regulations of August 10, 1712. Most European countries adapted some form of **secrecy of correspondence**, anchored in **basic rights** and **constitutions**.



Reproductions and diagrams of old “letter locks” to seal off letters via folding techniques

character  
measured as  
**quality**. noun  
standard of  
degree of  
distinctive



## Volg uw zending

[Traceren](#)

### Nu verzenden

Vind de juiste service



### Vraag een offerte aan

Kostenraming om te delen en te vergelijken



### DHL zakelijk

Verzendt u regelmatig? Vraag een zakelijk account aan en profiteer van de voordelen

## Belangrijke service-updates



### Ukraine Situation Update

[Lees meer](#)



### Waarschuwing sms

Kijk uit voor ma...  
"Download onze...  
pakket te traceren

**Cookie Consent leads to data loss**

### Shipping Fee

in een wereldwijde...  
aangaanval tegen DHL >

Deze website maakt gebruik van cookies en soortgelijke technologieën (hierna "technologieën"), die ons bijvoorbeeld in staat stellen te bepalen hoe vaak onze internetpagina's worden bezocht, het aantal bezoekers, onze aanbiedingen te configureren voor een zo groot mogelijk gemak en efficiëntie en onze marketinginspanningen te ondersteunen. Deze technologieën worden gegevens doorgegeven aan derde partijen die gevestigd zijn in landen zonder adequaat niveau van gegevensbescherming (bijvoorbeeld de Verenigde Staten).

Voor meer informatie, waaronder de verwerking van gegevens door derden en de mogelijkheid om uw toestemming op elk moment in te trekken, verwijzen wij u naar uw instellingen onder "Voorkeuren voor toestemming" en onze [Privacyverklaring](#) [Wettelijke kennisgeving](#)

[Instellingen voor toestemming](#)[Alleen strikt noodzakelijk](#)[Alles accepteren](#)

**Do you really want  
to create better **bot journeys?****





- Home
- Customisation
- REPORTS
- Real-time
- Audience**
  - Overview
  - Active Users
  - Lifetime Value BETA
  - Cohort Analysis BETA
  - Audiences
  - User Explorer
  - Demographics
  - Interests
  - Geo
  - Behaviour**
    - New vs. Returning**
    - Frequency & Recency
    - Engagement
  - Technology
  - Mobile
  - Custom

### New vs Returning

All Users  
100.00% Users

This report is based on 90.83% of sessions. [Learn more](#)

Greater precision

Explorer

Summary Site Usage Goal Set 1 Goal Set 2

Users vs Select a metric

Users

15,000

10,000

5,000

June 2020

Primary Dimension: User Type

Plot Rows

Secondary dimension: Direct Session

Sort Type: Default

User Type	Direct Session	Acquisition			Behaviour
		Users	New Users	Sessions	
1. New Visitor	No				18
2. Returning Visitor	No				

There is a chance that you already work on less data

**Cookie consent is  
no harm, if your  
implementation is crap**

**A perfect match**

*„Stop collecting more and more and more and more data.”*

*Avinash Kaushik – TMAI #217*

Invest in **the audience**  
you care about

# GET AWAY FROM „THE USER“

- THINK OF CLUSTER/GROUPS
- THINK OF NEEDS

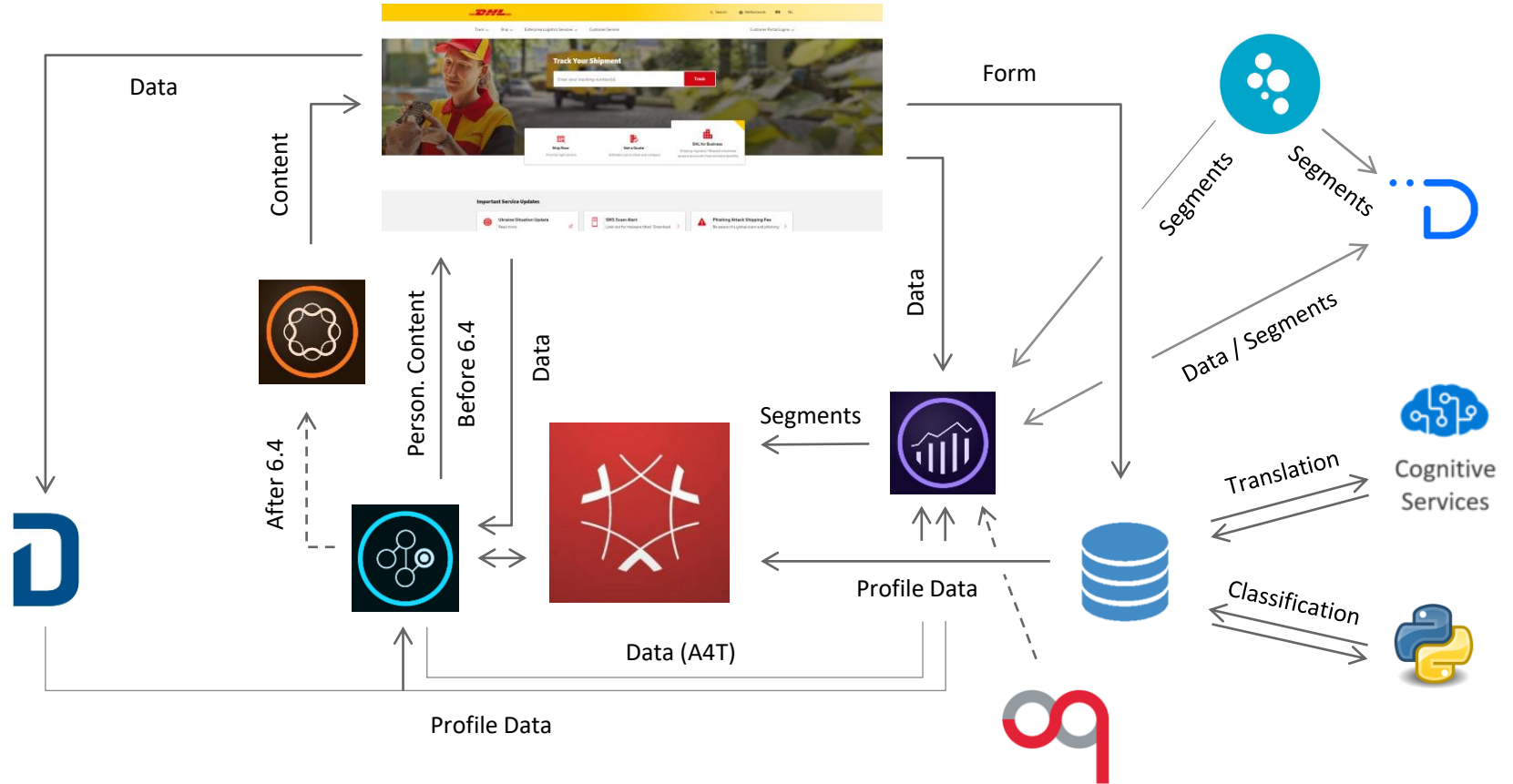
Photo by Bluehouse Skis on Unsplash

Till Buettner | The value of GDPR | DDMA 12.10.2023



SOMETHIN  
NEEDS  
TO  
CHANGE

# It is more effective, if people agree to get a personalised experience



**DON'T  
LIE.**



**Reflect were your strenght are**



Photo by Drew Graham on Unsplash

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## Enrich data with qualitative information

S A H A N  
**WE LIKE YOU.  
TOO:)**

Photo by Adam Jang on Unsplash

**Promote opt-in**



A WORLD POWERED BY  
**LOGISTICS**. A COMPANY  
POWERED BY **PEOPLE**.  
DECISIONS DRIVEN BY **DATA**.

[About us](#) →

Do your job:

OPTIMIZE YOUR  
COOKIE BANNER

e.g. with compliant A/B  
testing

-> <https://analytics.dhl.com>

#### We are using Cookies

"Cookies" are small files that enable us to store information related to your device and you, the user, specifically, while you visit one of our websites.

Cookies help us to determine how frequently our internet pages are accessed as well as the number of users. And they help us configure our offers so that they are as convenient and efficient as possible for you. [Privacy Notice](#)

Accept All

Reject All

[Cookies Settings](#)



**Stakeholders**  
**Developers**  
**Marketers**  
**Yourself**

**Train your people.**  
**All of them!**

Learn why UX matters!



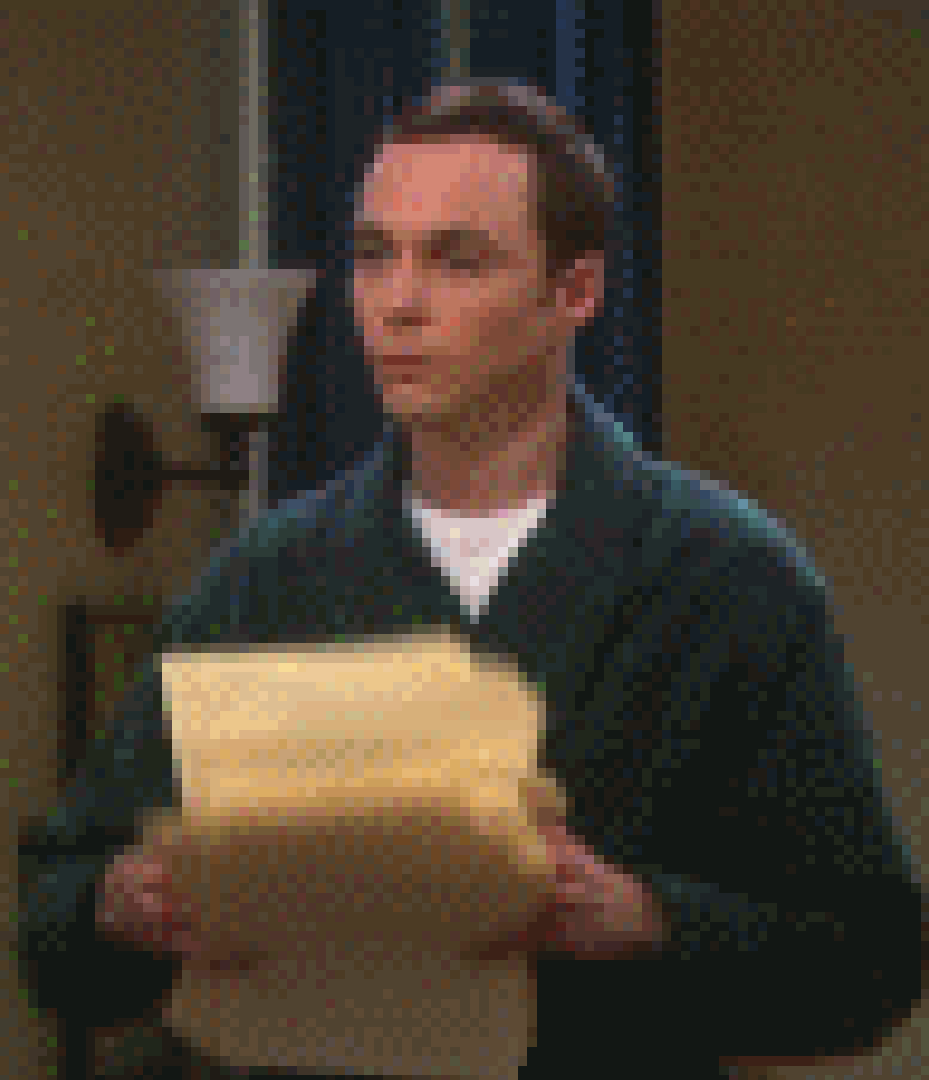
# UX Fuckups

Craig Sullivan  
@OptimiseOrDie

**BIG SHOUT OUT**

***“If your [non-EU] organization uses web tools that allow you to track cookies or the IP addresses of people who visit your website from EU countries, then you fall under the scope of the GDPR”***

**-- GDPR.eu**





**TOO LONG; DIDN'T LISTEN**



**THANK YOU**