

# Data Driven Marketing Association

DDMA is the association for the data driven marketing industry in the Netherlands. This is one of the fastest growing sectors in Western Europe. That is why we aim to raise the sector to a higher level by increasing the knowledge and know how of its professionals. Together with our 330 members (agencies and brands) we work hard to spread knowledge on how to be most relevant for target groups with the use of data. Membership of the DDMA acts as a badge of endorsement to indicate that you are a trusted organisation that takes responsibility for self-regulating the industry.

Our activities can be divided over three pillars:

## 1. What can you do with data for marketing purposes? – Economic

The DDMA brings the brightest marketing minds in the industry together to allow your marketers to become best in class. The customer is the starting point from which we connect marketing subjects such as telemarketing, social, AI, CRO, search, customer service etc. We offer a network that is of great value to our members. A number of multinationals are already a part of our community such as, Philips, Google, Rabobank and KLM. Please visit our [website](#) for an overview of all our members.

As a member you get:

- a discounted or free entry to events such as afternoon updates, member meetups, DDMA conferences ([Friends of Search](#), [Dutch CRO Awards](#), [Email Summit](#) & [Data Dag](#)) and Elite invitation only sessions.
- the possibility to join one of our 10 marketing expert [committees](#) or 6 non-profit groups.

## 2. What is allowed with data for marketing purposes? – Legal compliance

The DDMA offers guidance on how to comply with the Dutch law. We also address the 'grey' areas, technologies that do not have legal frameworks yet. In addition the DDMA represents the political interests of her members in both national and international alliances. We strongly believe in active self-regulation of the industry. That is why we are constantly developing, maintaining and monitoring self-regulatory codes for communication channels such as social media, e-mail, field marketing and on topics such as privacy and list broking. These codes are designed to help protect both industry and consumers.

As a member you get:

- daily access to privacy advice from our [legal counsels](#)
- hands on guidance on upcoming European laws (The [GDPR](#) & E-Privacy)
- to communicate our [Privacy Seal](#) once achieved. We are the initiator of the Privacy Seal (Privacy Waarborg). With this quality label you can demonstrate that you use personal data correctly for data driven marketing purposes. The audit is also a useful internal check to find out how compliant you are with the GDPR.
- handy ([GDPR](#)) [documentation, standard models & templates](#)
- to be part of an association that represents the political interest of their members in The Hague and Brussels
- to be part of a European and international network. We are adjoined with FEDMA and the international organisation GDMA
- a chance to participate in the preparation of [self-regulation codes](#).

### 3. What is your sustainable data policy? – Sustainability

DDMA is the club that makes the decision makers aware of the responsibility they have towards society and the role they need to play in the data driven economy.

- we discuss on C-level the progresses towards a sustainable data economy and the responsibilities they need to take. In addition we inform them of the most important outcomes of our consumer research and other publications.

#### Stay informed on all DDMA activities

Sign up for our newsletter (Dutch):

<https://ddma.nl/aanmelden-nieuwsbrief/>

**Contact DDMA** for questions about meetups, research, committees and legal frameworks. You can contact our team at the DDMA office.

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