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EXPONEA



Tracking isn't bad.
It is non-transparency and a
lack of choice which is
problematic.

Companies need to find the
privacy and customer
experience equilibrium.

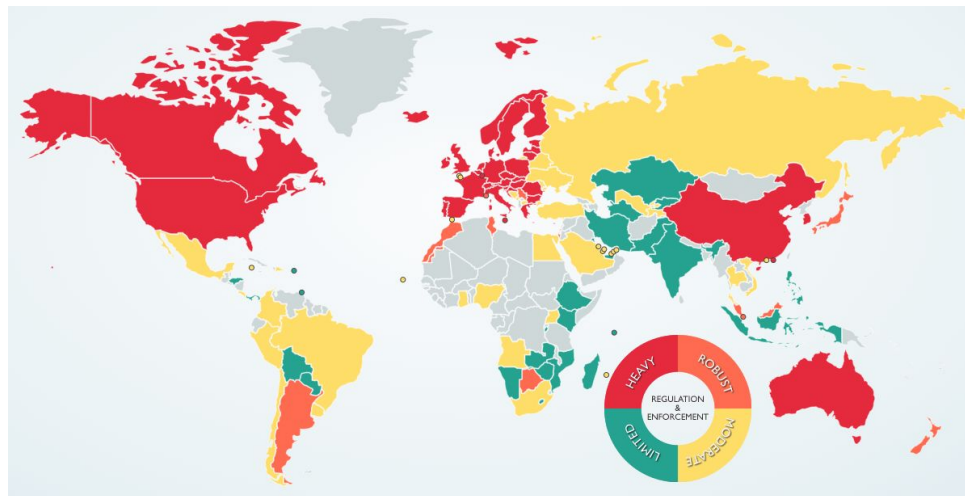
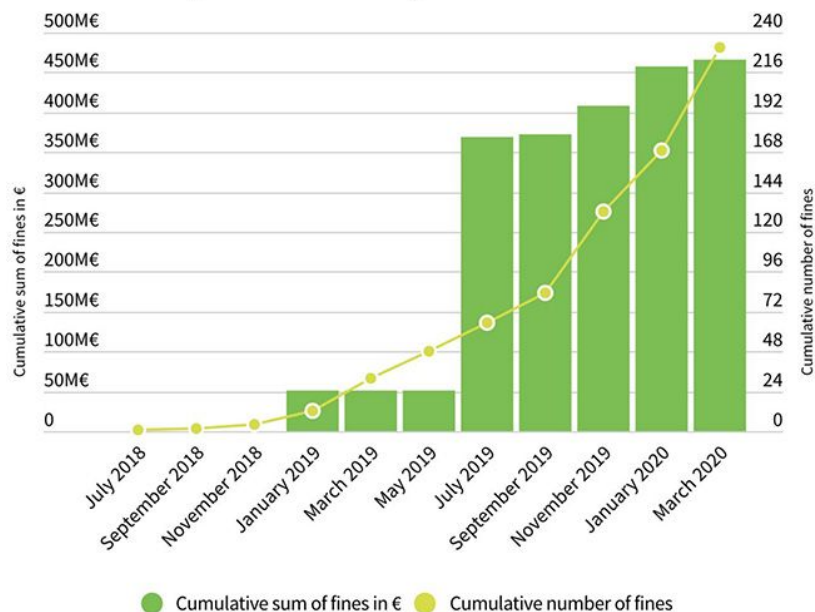


Privacy in marketing is a common blind spot. Why?

Innovation stifler, no consequences, indifferent customers.

Courts driving change

How many fines were given under the GDPR?



Society driving change



41% do not want to share any personal data with private companies.

[European agency for Fundamental Rights survey \(June 2020\)](#)

Browsers driving change

>>ORC<



Browsers driving change



Easy to manage, delete, allow, block third party cookies
Plan to phase out by 2022



By default blocks social media trackers, cross-site tracking cookies, fingerprinters and other trackers
Facebook Container blocks social trackers (Instagram and FB Messenger)



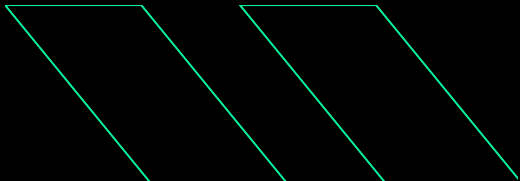
Privacy Report shows information about trackers blocked by ITP (Intelligent Tracking Prevention) including entity
Verifies trackers with DuckDuckGo's Tracker Radar database



Privacy focused browser which automatically blocks cross trackers and third party cookies
Users have the possibility to raise and lower shields by website

Consumers are becoming more aware of their digital rights and crave privacy online.

It's time for a change of strategy.



What is zero party data?




Zero party data presents marketers with an opportunity to collect valuable, actionable, and ethically-gathered information about customers in a time where data collection and usage is fraught with challenges.

Data from a customer = benefit to them



What is **zero party data**?

Zero party data is information that a customer **freely provides to a company**, not inferred from how a customer behaves on your site:

-  Explicitly given by a customer
-  Given with the expectation that giving their data will reward them with a better shopping experience
-  Information a customer wants a company to know = always given with full consent.

1 Encourage a customer to identify themselves

2 Ask for data

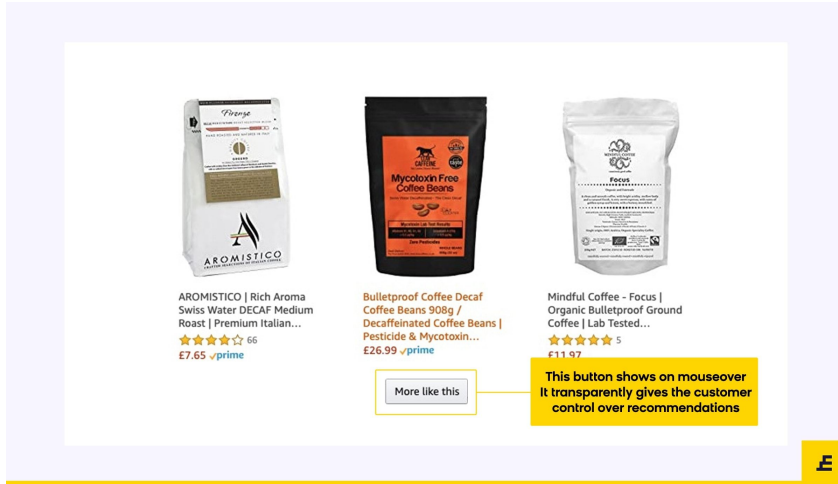
3 Use this data for personalisation

Example use cases:

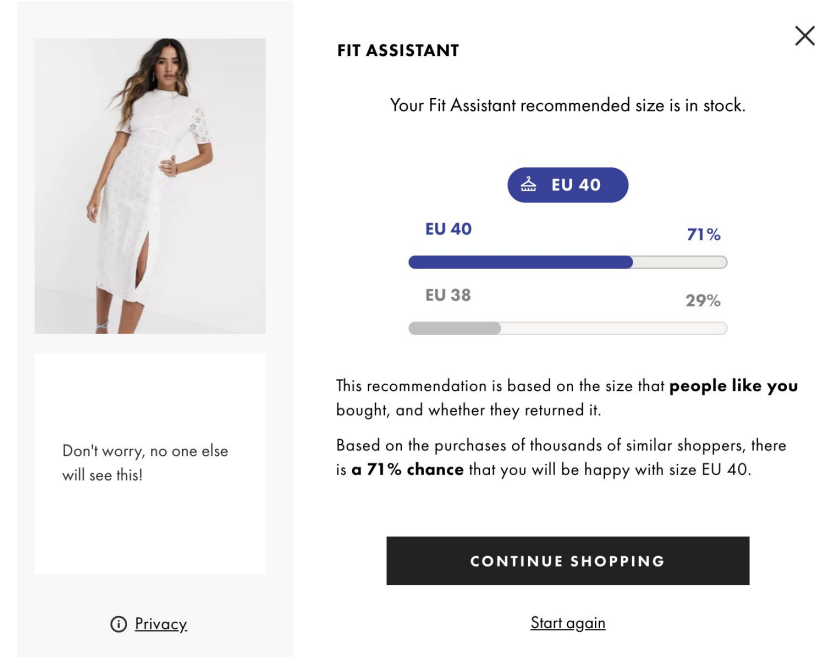
- Virtual stylist
- Wish list
- Customer feedback
- Community contributions
- Photos in style
- Upon registration data
- Control recommendations
- Virtual try-on

If a customer is identified, zero party data can be collected at any stage of the customer journey.

Examples



Amazon prompting users to see more recommendations on a particular product, instead of visa versa



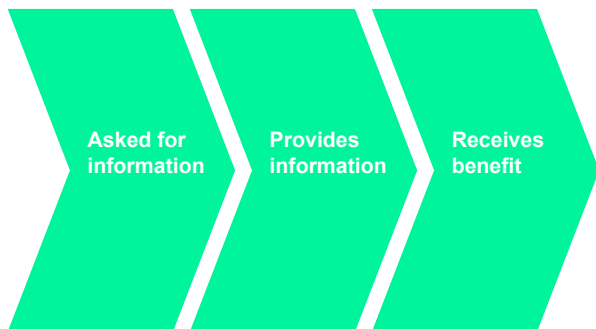
ASOS ask users for measurements to help the customer and their community find a perfect fit

Zero party data is the collection

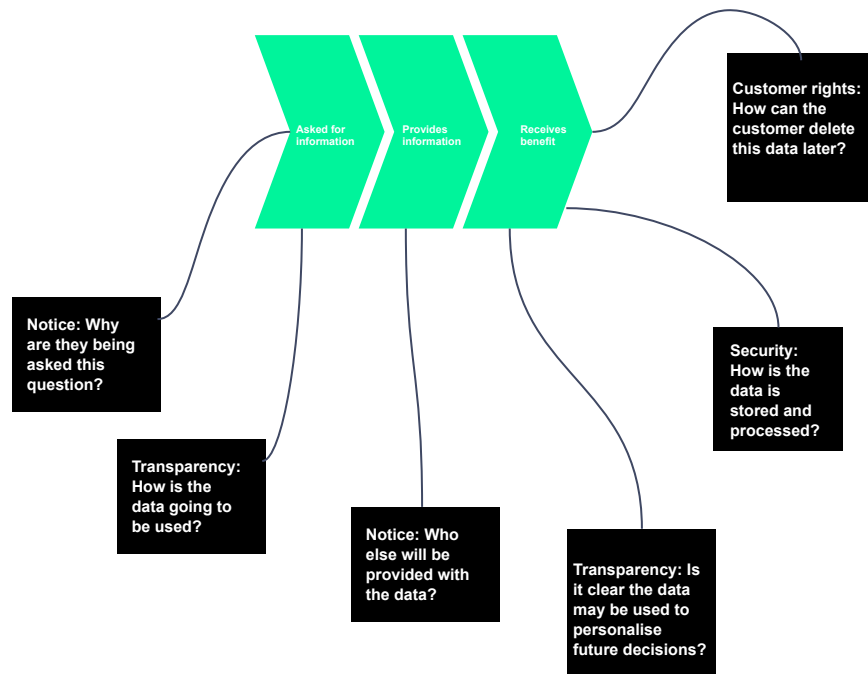


Zero party does **not** avoid Data Protection...

What we are told zero party data collection is



The actual risks of zero party data



... but it is a step in the **right direction**



Power of data with
a privacy edge.

Data limitation
and only
collecting the data
you need

**Building a
community** with
social proof
around your brand

Opportunity to
**build long term
customer trust**
around using their
personal data

- 1 If Privacy is not in your marketing strategy, now is time.
- 2 Collect only relevant data.
- 3 Zero party data allows you to continue providing winning experiences.



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