



Responsible  
marketing

# Making privacy a brand asset

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# 25 May - GDPR



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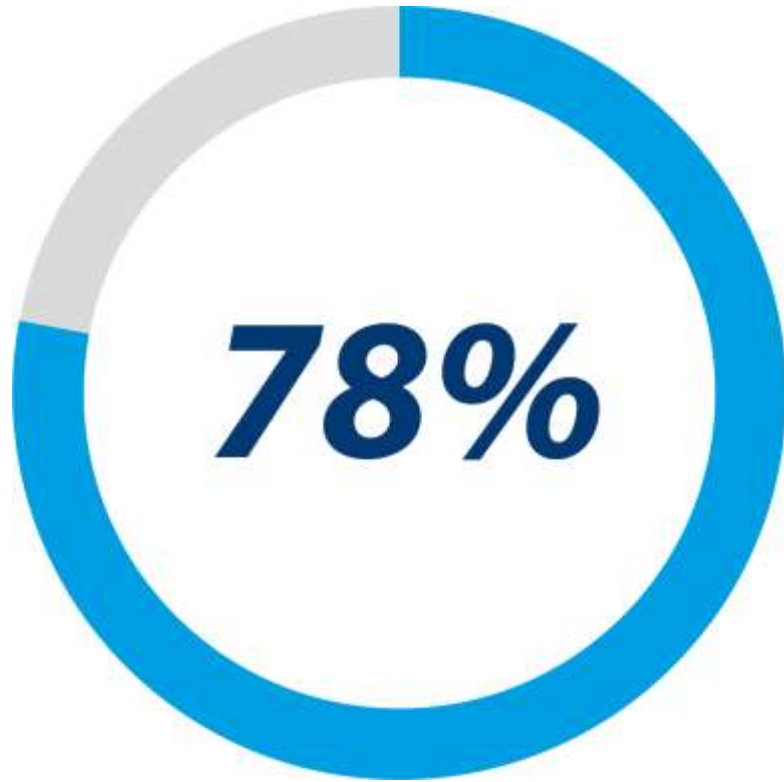






Opportunity

A group of ten hands of various skin tones are holding up large, colorful letters that spell out the word "Opportunity". The letters are: O (red), p (green), p (blue), o (purple), r (yellow), t (purple), u (green), n (red), i (yellow), t (blue), y (purple). The hands are positioned below the letters, supporting them from underneath. The background is plain white.



“

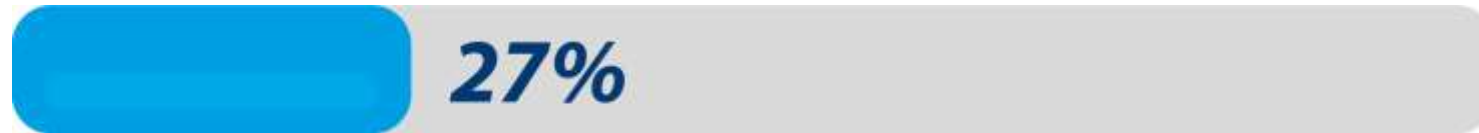
78% of marketers believe the best data protection policy for the UK in the future is **GDPR**

”



“

32% see the long term impact of GDPR compliance as **positive** ”



“

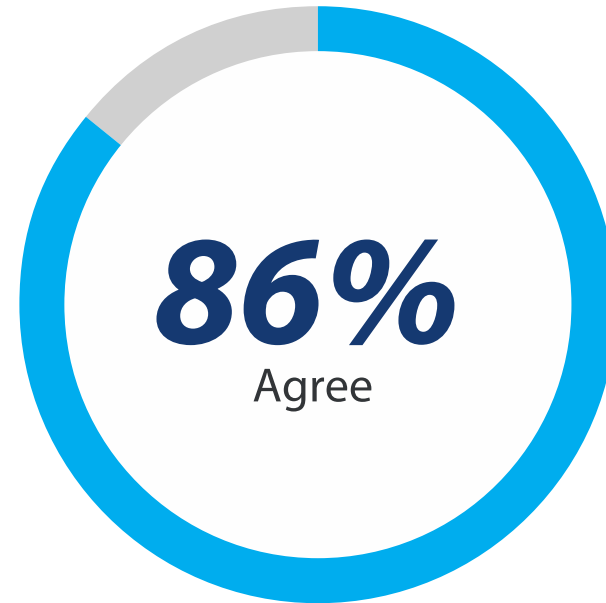
27% saying there's been **no impact** ”



“

I would like **more control** over the personal information I give companies and the way it is stored

”



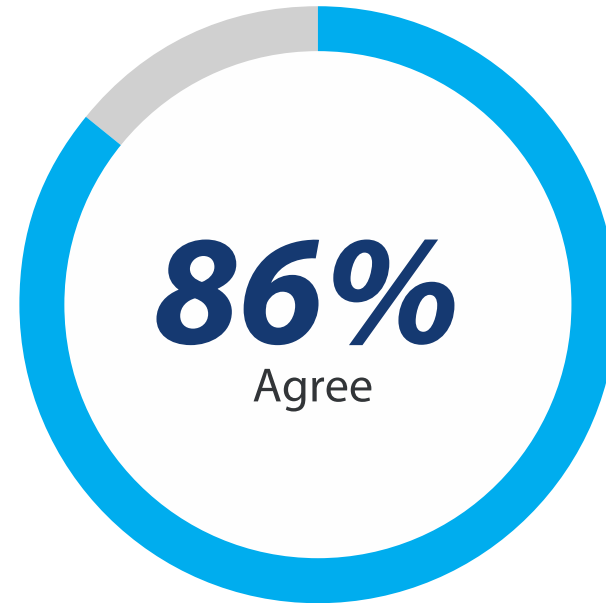
Source: Foresight Factory / DMA | Base: 1047 online respondents aged 18+, GB, 2017 DMA



“

I would like **more transparency** about how my data is collected and used

”

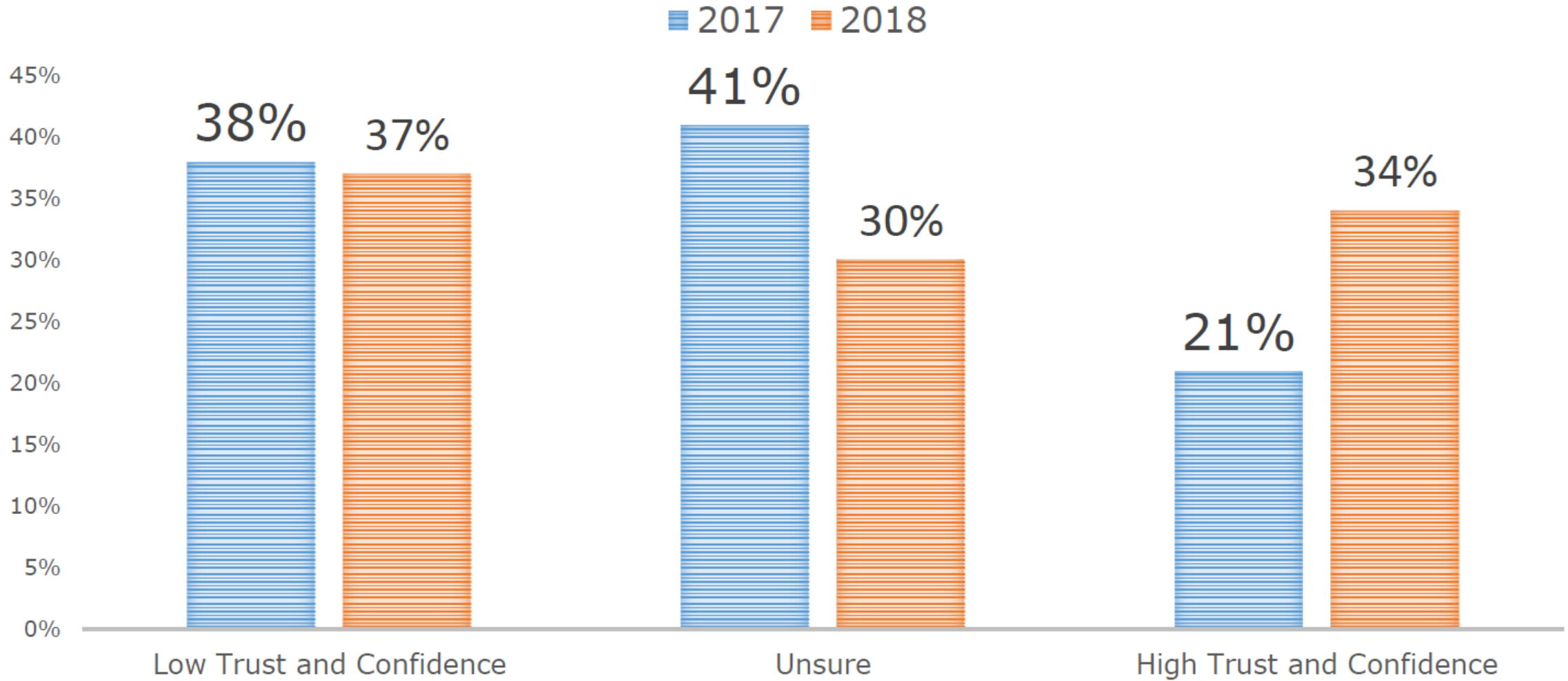


Source: Foresight Factory / DMA | Base: 1047 online respondents aged 18+, GB, 2017 DMA



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How much trust and confidence do you have in companies storing and using your personal data?






Register with the BBC

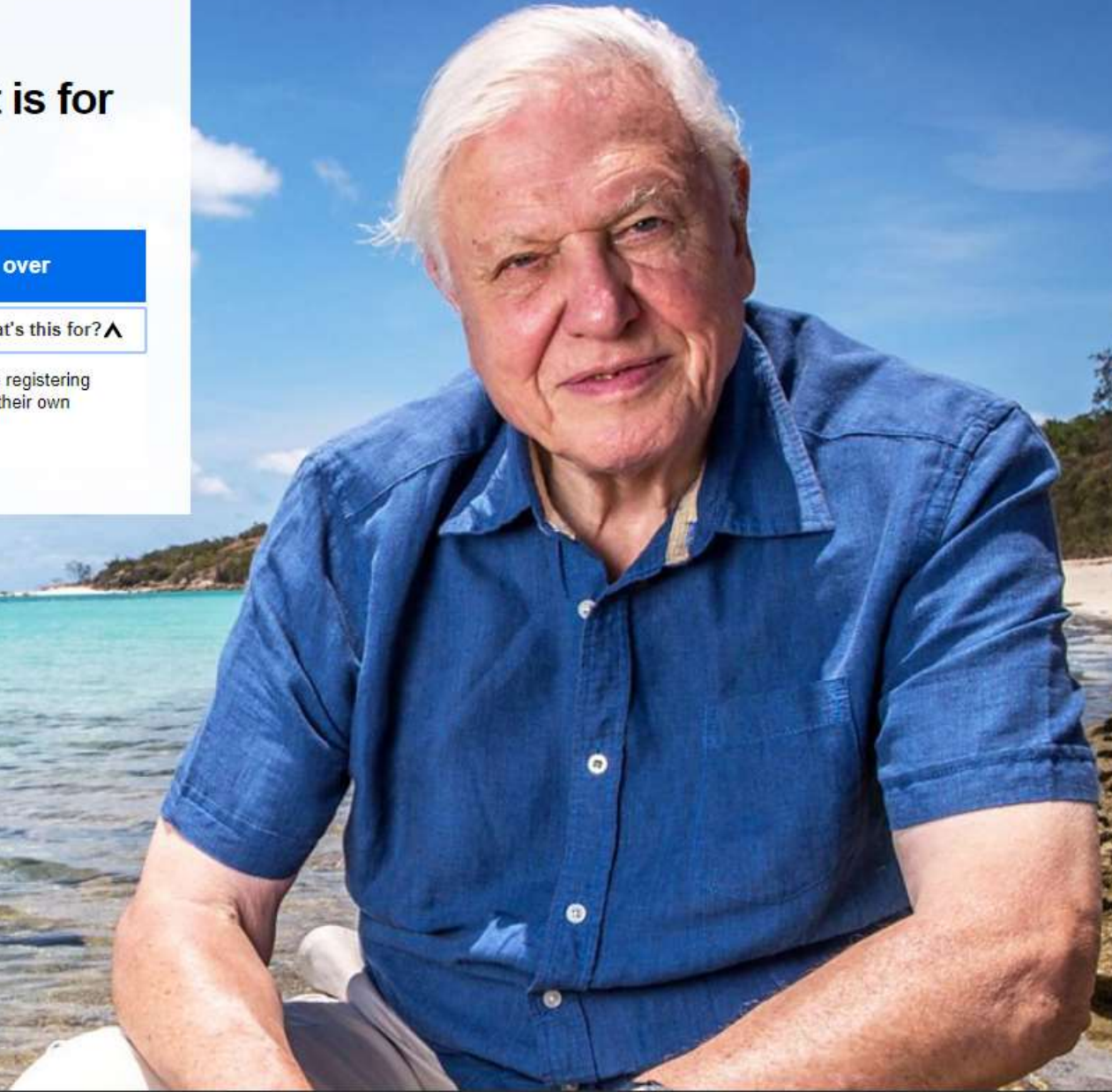
**Let's start. This account is for  
someone who is...**

Under 13

13 or over

What's this for? 

This is so you get access to the right content. If you are registering on behalf of a child choose under 13 so they can have their own account.



- Eight or more characters
- At least one letter
- At least one number or symbol

Postcode

What's this for? ▼

Gender

Please select



What's this for? ▲

This helps us see how people of different genders are using the BBC and check that we're making something for everyone. [Find out more about how we use your data](#)

Want email updates about more things you'll love?

Yes please

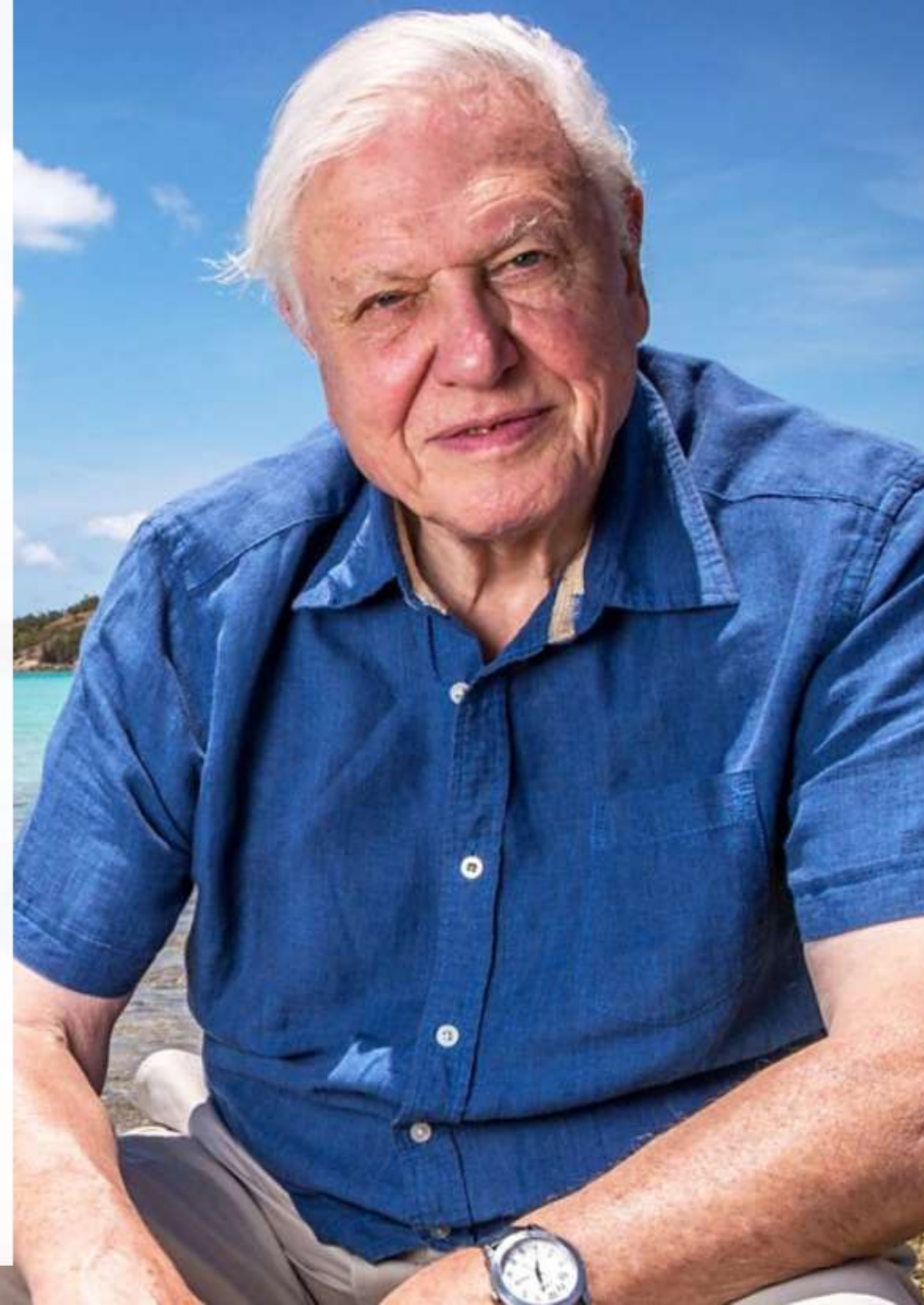
No, thanks

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Register



## Keeping your info safe & sound

We take your privacy very seriously. And so should you.

So have a look around to see what we're doing with your personal information and how we're keeping it secure.

[Read our privacy promise.](#)



### Personal Information

What are you doing with my information?

Do you share my information with other organisations?

How long will you keep my information?

What are my rights?



### Privacy and Your Activity

[The BBC privacy promise](#)

A watershed moment to transform  
your approach to privacy



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