

As marketers, we understand it's crucial to balance utilizing available data and respecting privacy. Today, we'll look at consumer privacy's importance and several actionable marketing strategies for handling sensitive data.

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Consumers know they have the upper hand and can end their relationship with companies by never offering consent. If customers now have control, how do you adapt your approach and seize the opportunity?

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Security requires transparency, and thus privacy is violated (read: lost). To understand that not all is so black and white, we should first explore what cybersecurity and data privacy really are.

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As marketing professionals, we've all grown up with the four or five P's of marketing - product, price, placement, promotion, and people. But now there's a new P of marketing in town, and it's perhaps the most important one of all; Privacy.