

Privacy by design incorporates data privacy into your marketing automation strategies from the very beginning. But if your framework is already in place, do you implement privacy measures within existing systems and plans? Here's what six industry experts suggest.

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We asked nine experts how marketers can adapt to the upcoming loss of third-party cookies. Here's what they told us.

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Data quality is central to marketing's ability to create targeted campaigns and personalized experiences. New privacy laws align well with marketing data collection practices. Let's examine the relationship between marketing, data quality, and privacy.

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Since customers no longer want to hand out large amounts of personal information (and you may not be allowed to ask in the first place), how can you continue using CTAs effectively when you don't have explicit consent? One answer comes from a concept cemented in the GDPR: legitimate interest.

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Data segmentation, the process of grouping customers based on interests and past activities, allows marketers to develop more targeted promotional materials. However, data segmentation is also useful for data privacy. Let's take a look at how that works.

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Customers aren't always willing to provide personal data, especially if there seems to be no good reason for them to share it. This kind of consumer behavior prompted marketers to adopt a new habit: data minimization.

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Humans love to collect things. But in the corporate world, the most prevalent kind of collecting—data hoarding—is far from innocent and can leave your company vulnerable to data breaches, fines, or worse.

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Generally speaking, marketing and legal have differing priorities when data privacy is involved. How can marketing and legal learn to understand each other and work together effectively?

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One of the best ways for marketers to stay informed is by monitoring key privacy metrics that highlight the impact of regulations on your work.

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In today's data-driven world, the need for privacy-first marketing has never been more relevant. In this blog post, we will go over three basic steps you should follow when implementing a privacy-first marketing strategy.

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Marketing and privacy are functionally two sides of the same coin. Unfortunately, these complementary roles can feel like they're in conflict. Is it possible for these two departments to work together?

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DSAR fulfillment is a chance to showcase your brand's commitment to customer satisfaction. And luckily, it's not difficult for marketers like you to navigate DSARs to enrich customer experiences