



# **5-POINT PLAN**

**TO LEVERAGE  
1<sup>ST</sup> PARTY DATA**

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# SPEAKERS



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Data Protection  
Director

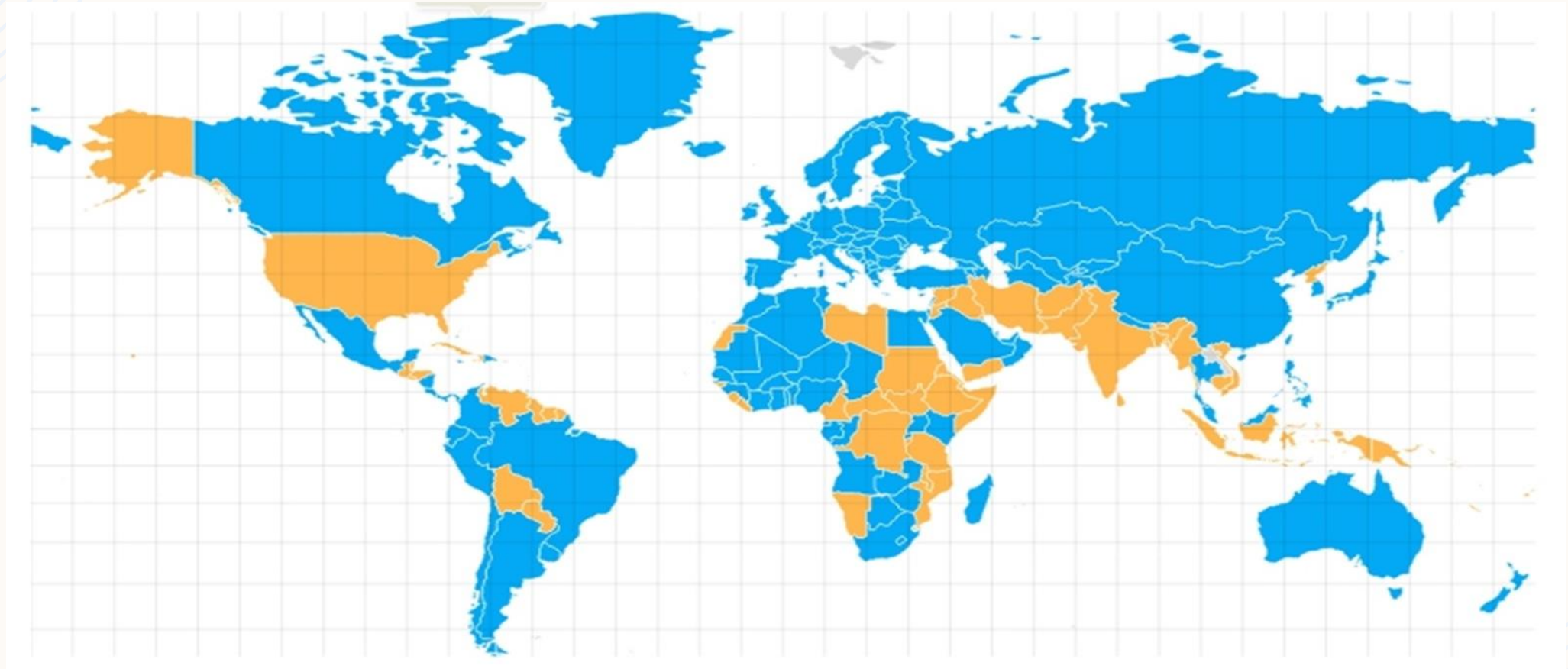
MINOR HOTELS



**LUIS CARVALHO**

Assistant Director Of  
Digital Performance  
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# GLOBAL PRIVACY LANDSCAPE



**137** out of **194** countries  
have data protection laws in place

# PERSONAL DATA

- **Personal Information**  
Name, Address, Phone Number, Email Address.
- **Personal Identifiable Information**  
Social Security Number, Date of Birth, Driver's License Number, IP Address.
- **Sensitive Personal Information**  
Credit Card Numbers, Bank Account Numbers, Health Data

# WHEN DOES PRIVACY LAW APPLY?

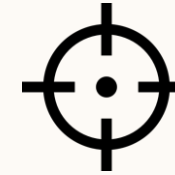


## LOCATION TEST

The company is located or does business in the country.

Examples:

- Branch or subsidiary location
- Employees
- Servers or equipment location



## TARGETING TEST

The company targets customers in the country.

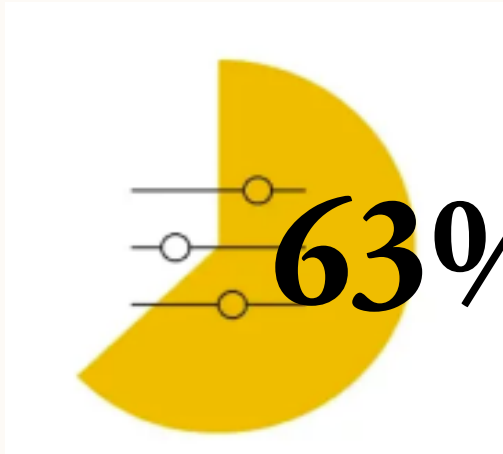
Examples:

- Providing its services
  - Local language
  - Acceptance of currency
  - Country-specific offers
- Monitoring the behavior of customers in the country (cookies, CCTV)

**WHEN YOU CONSISTENTLY  
PROVE THAT YOU VALUE YOUR  
CUSTOMERS' PRIVACY, THEY'LL  
REWARD YOU WITH THEIR TRUST  
AND LOYALTY.**

Forbes

# PRIVACY AS A COMPETITIVE ADVANTAGE



Consumers expect personalization as a stand of service



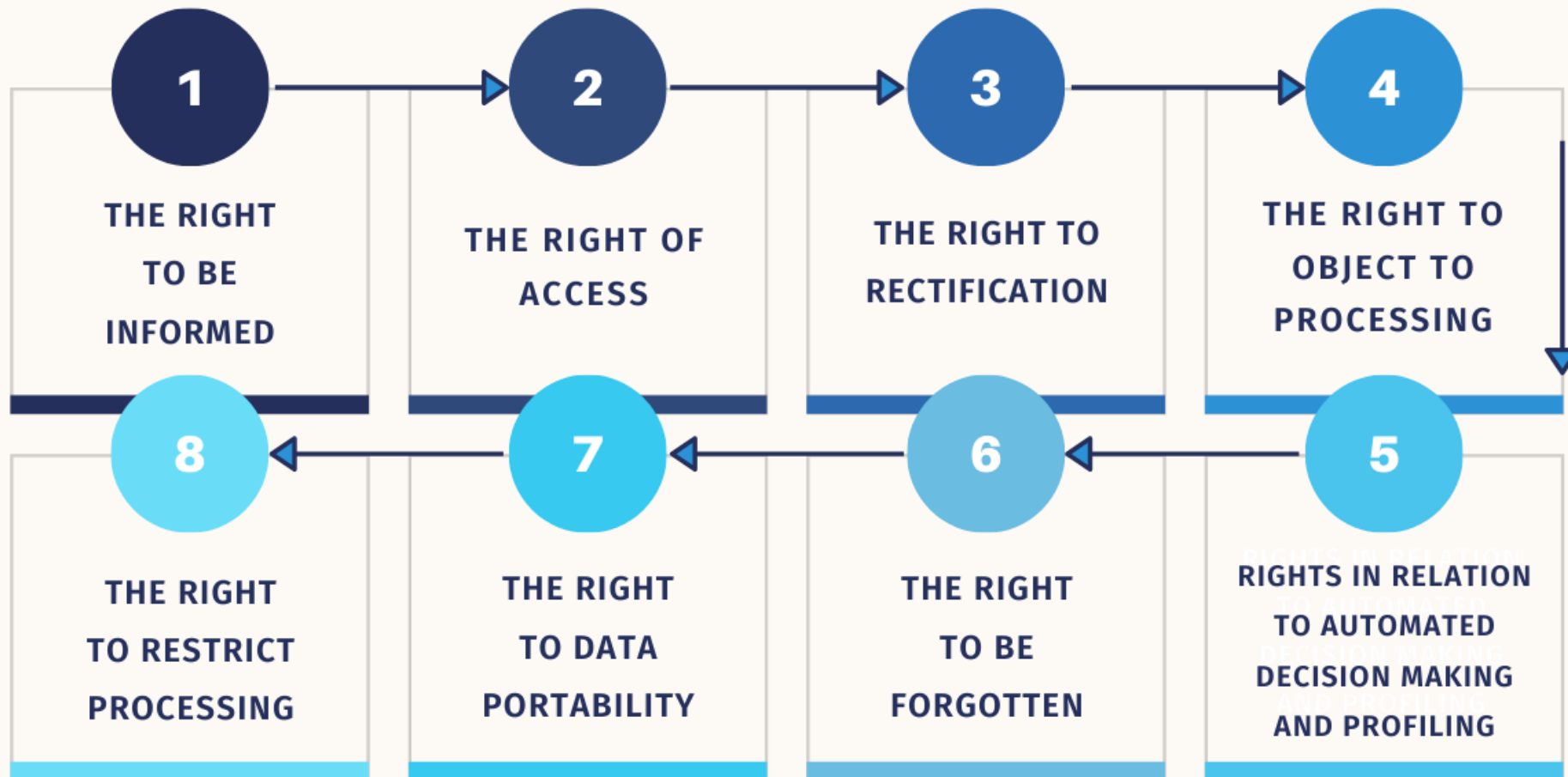
APAC consumers believe that most companies are not transparent about how they use their data.





# PRIVACY FOSTERS TRUST

Empowers Customers – Data Subject Rights

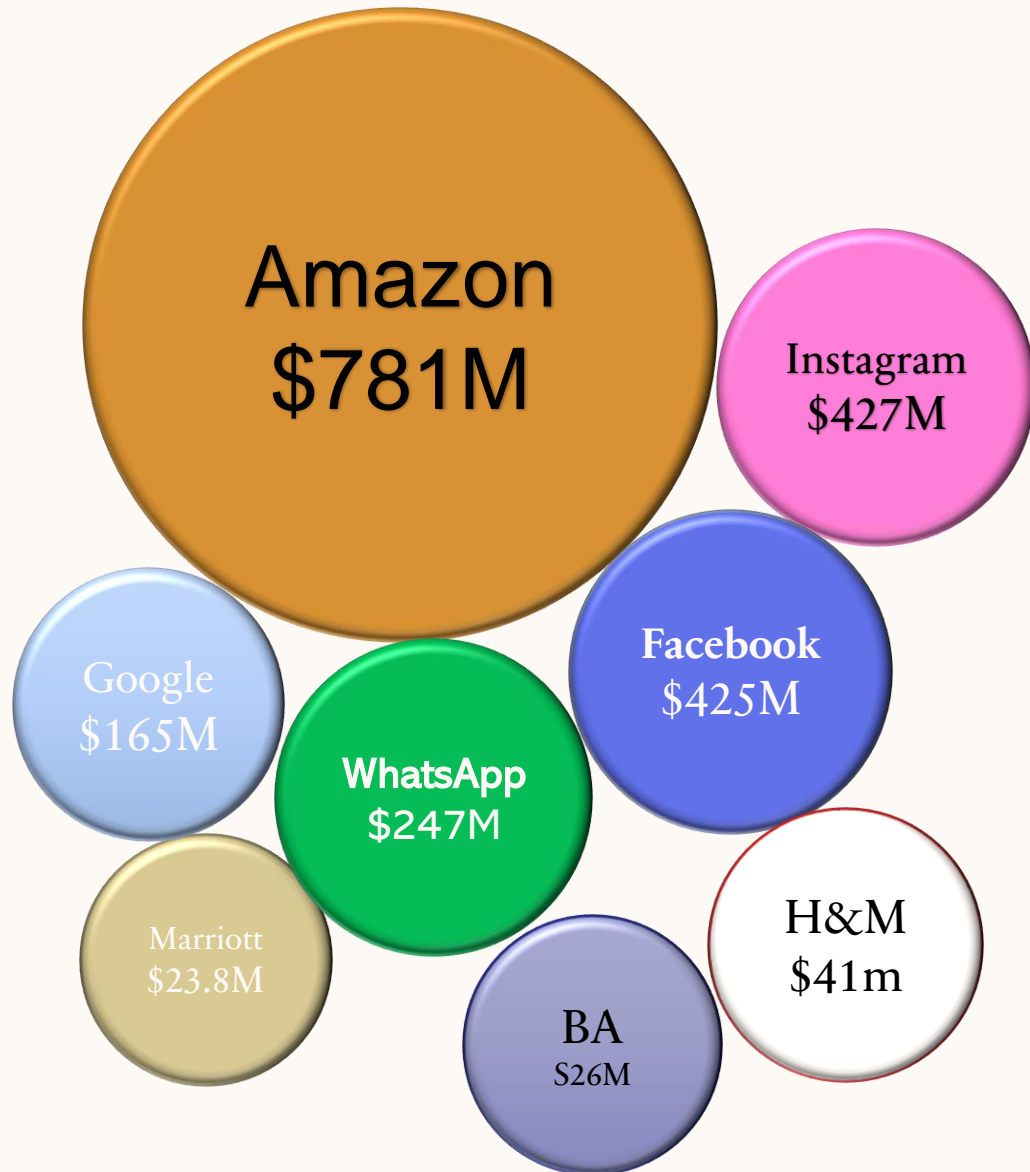


# PRIVACY PAYS OFF



For every **\$1** invested in privacy, companies see a **\$2.70** return.

# COST AND FINES



## USD 4.35 Million

Average total cost of a data breach worldwide  
2022 – IBM Report

# TYPES OF DATA



## 1ST PARTY

Data you collect directly from interactions with your customers

- ✓ **Direct** relationship with the customer
- ✓ Collected with **consent**
- ✓ **Individual** Data
- ✓ **High** accuracy and reliability
- ✓ **Not shared**

**Email | Phone | Purchase History | Loyalty Profile**



## 2ND PARTY

Someone else's 1st Party Data they sell/give directly to you

- ✓ **Indirect** customer relationship
- ✓ Collected with **consent**
- ✓ **Individual** Data
- ✓ **High** accuracy and reliability
- ✓ **Shared** only with trusted partners

**Web Activity | Customer Feedback | Social Media Profile**



## 3RD PARTY

Acquire from a data aggregator

- ✓ **Indirect** customer relationship
- ✓ **Unknown** if it's collected with **consent**
- ✓ **Aggregate** Data
- ✓ **Low** accuracy and reliability
- ✓ **Shared** with many companies

**Income | Websites Visited | Education | Age**



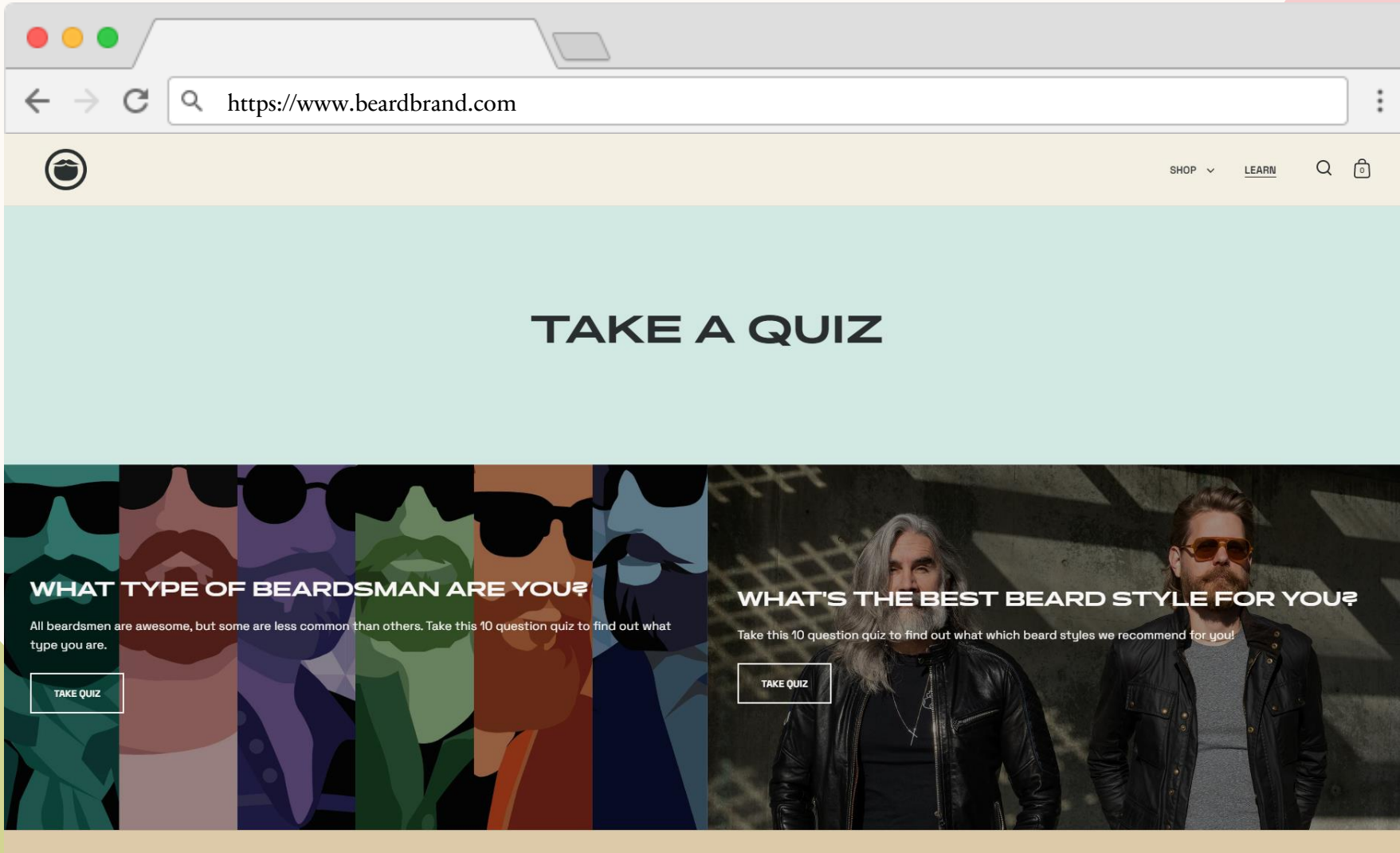
## ZERO PARTY

Data that a customer proactively shares

- ✓ **Direct** relationship with customer
- ✓ Collected with **consent**
- ✓ **Individual** Data
- ✓ **High** accuracy and reliability
- ✓ **Not shared**

**Preferences**

# ZERO PARTY DATA

A screenshot of a web browser displaying the homepage of beardbrand.com. The browser's address bar shows the URL 'https://www.beardbrand.com'. The website's header includes a navigation menu with 'SHOP' and 'LEARN' options, along with search and shopping cart icons. The main content area features a large teal banner with the text 'TAKE A QUIZ'. Below this banner are two promotional cards for quizzes. The first card, titled 'WHAT TYPE OF BEARDSMAN ARE YOU?', features a collage of colorful, stylized bearded faces and includes a 'TAKE QUIZ' button. The second card, titled 'WHAT'S THE BEST BEARD STYLE FOR YOU?', features a photograph of two men with different beard styles and also includes a 'TAKE QUIZ' button.

← → ↻ 🔍 https://www.beardbrand.com

SHOP ▾ LEARN 🔍 🛒

## TAKE A QUIZ

### WHAT TYPE OF BEARDSMAN ARE YOU?

All beardsmen are awesome, but some are less common than others. Take this 10 question quiz to find out what type you are.

TAKE QUIZ

### WHAT'S THE BEST BEARD STYLE FOR YOU?

Take this 10 question quiz to find out what which beard styles we recommend for you!

TAKE QUIZ



# ZERO PARTY DATA

1 → Which activity would you prefer to do the most? \*

A Dining out at a nice restaurant

B Hunting, fishing, or camping

C Cruising on my motorcycle

D Building something cool

E Traveling the world

OK ✓

2 → What style of facial hair do you want? \*

A Full Beard - Short & Neat

B Partial Beard - Goatee, Chops or Whaler

C Hybrid Beard - Beardstache or Scruffy Goat

D Mustache

E Full Beard - Longer than 3"

OK ✓

7 → What type of car would you prefer the most? \*

A Public transportation / whatever is cheap

B BMW 5 Series

C Volvo 240

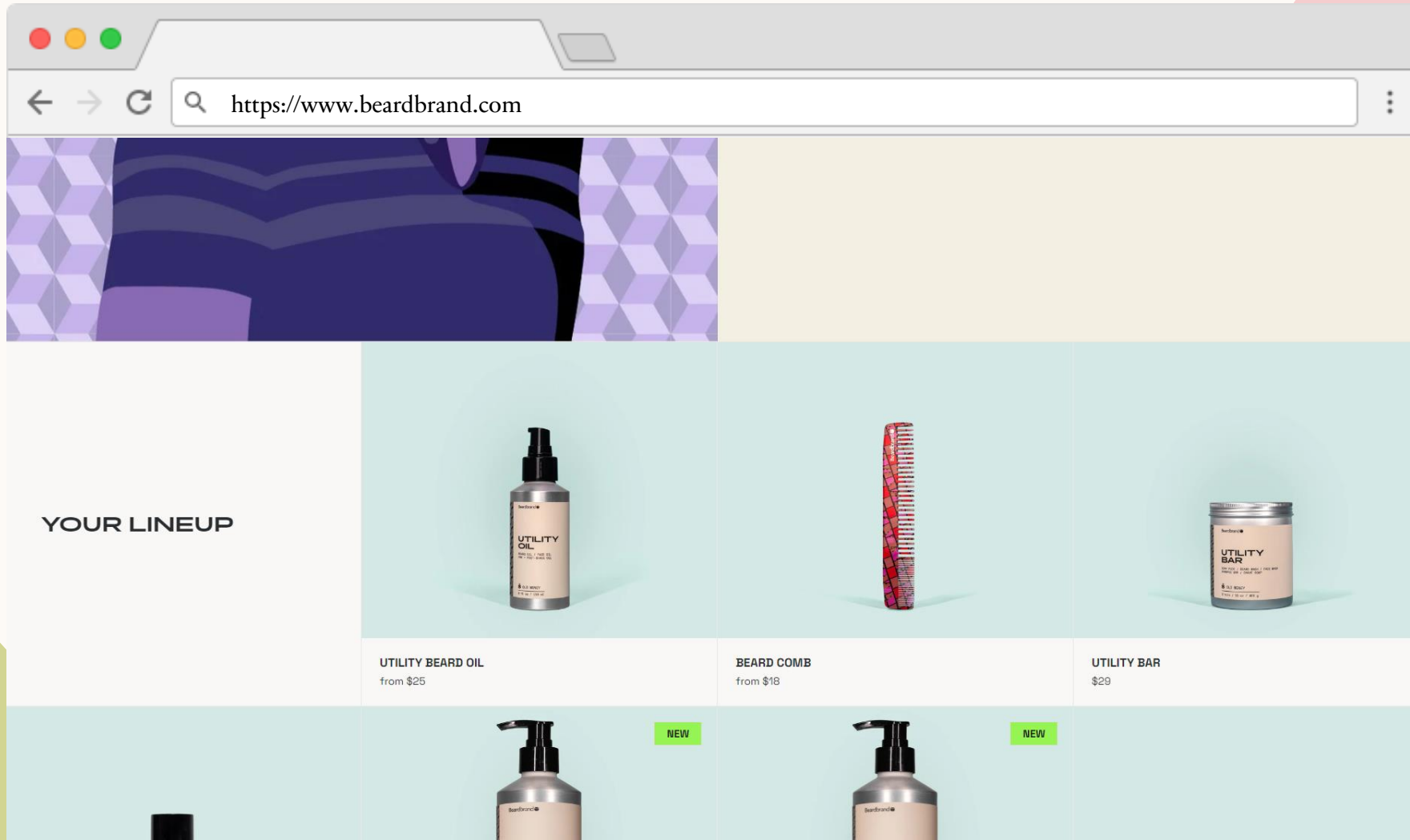
D Chevy Camaro

E Subaru Outback

OK ✓



# ZERO PARTY DATA



# WHY 1<sup>ST</sup> PARTY DATA

According to Google and Boston Consulting Group (BCG), those using first-party data for key marketing functions achieved

A large orange circle containing the text '2.9x' in white, representing the revenue uplift achieved.

2.9x

in Revenue uplift

A large orange circle containing the text '1.5x' in white, representing the cost savings achieved.

1.5x

in Cost savings



# 1<sup>ST</sup> PARTY DATA & PRIVACY TO-DO LIST

1. **Collect strategically.** Have a strategy and collect only the necessary data. Catalog input fields & forms to create a data inventory of your 1<sup>st</sup> Party Data.
2. **Be transparent.** Create a clear privacy statement and cookie policy. Keep it up-to-date.
3. **Consent.** Collect consent for cookies, marketing emails, and user-generated-content.
4. **Respect opt-out.** Include an opt-out link in all marketing emails. Delete or anonymize data when you receive an unsubscribe request.
5. **Personalize & protect.** Analyze data and personalize your campaigns while respecting privacy by using anonymization and pseudonymization.



# COOKIES

Cookies are text files with small pieces of data — like a username and password — that are used to identify your computer as you use a computer network. Specific cookies known as HTTP cookies are used to identify specific users and improve your web browsing experience.

*Kasperski. What are Cookies? <https://www.kaspersky.com/resource-center/definitions/cookies>*

## Session Cookies

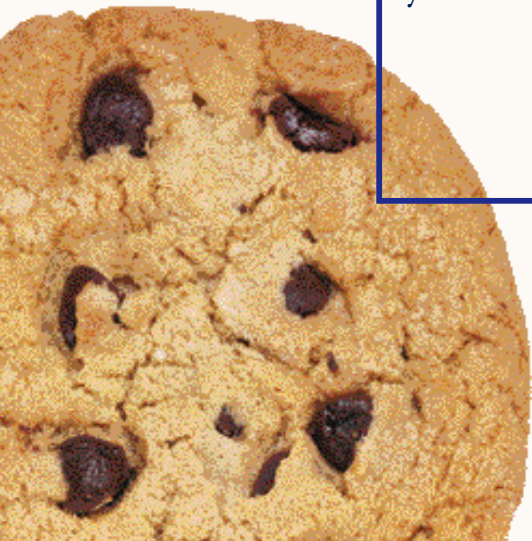
Temporary cookies that memorize your online activities. Since websites have no sense of memory, without these cookies, your site browsing history would always be blank

## Persistent Cookies

Track your online preferences. When you visit a website for the first time, it is at its default setting. But if you personalize the site to fit your preferences, persistent cookies will remember and implement those preferences the next time you visit the site

## Tracking Cookies

Collect data based on your online behavior. When you visit a website they track your interests, location, age, and search trends, and provide marketers with information that can target you with custom advertisements.



# WHAT IS CONSENT?



## FREE

Genuine choice cannot be a pre-requisite to the use of the services.



## SPECIFIC

Granular and specific for each purpose.



## ACTIVE

Active (no pre-ticked boxes or closing of cookie banner).



## INFORMED

Explain at the time of collection:  
Who  
What for  
For how long



## TRACEABLE

Keep a record of consent.

01

# BUILD A 1<sup>ST</sup> PARTY DATA STRATEGY

 **Data Inputs**  
(Where to get my Data)



Transactional Data

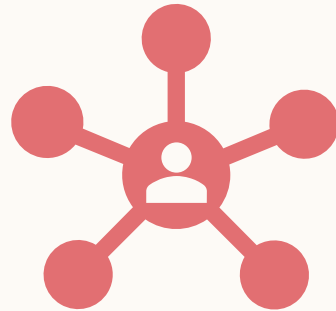



CRM Data



Web & App Analytics

Single Customer View



 **Actionable Areas**  
(What problems I'm solving)

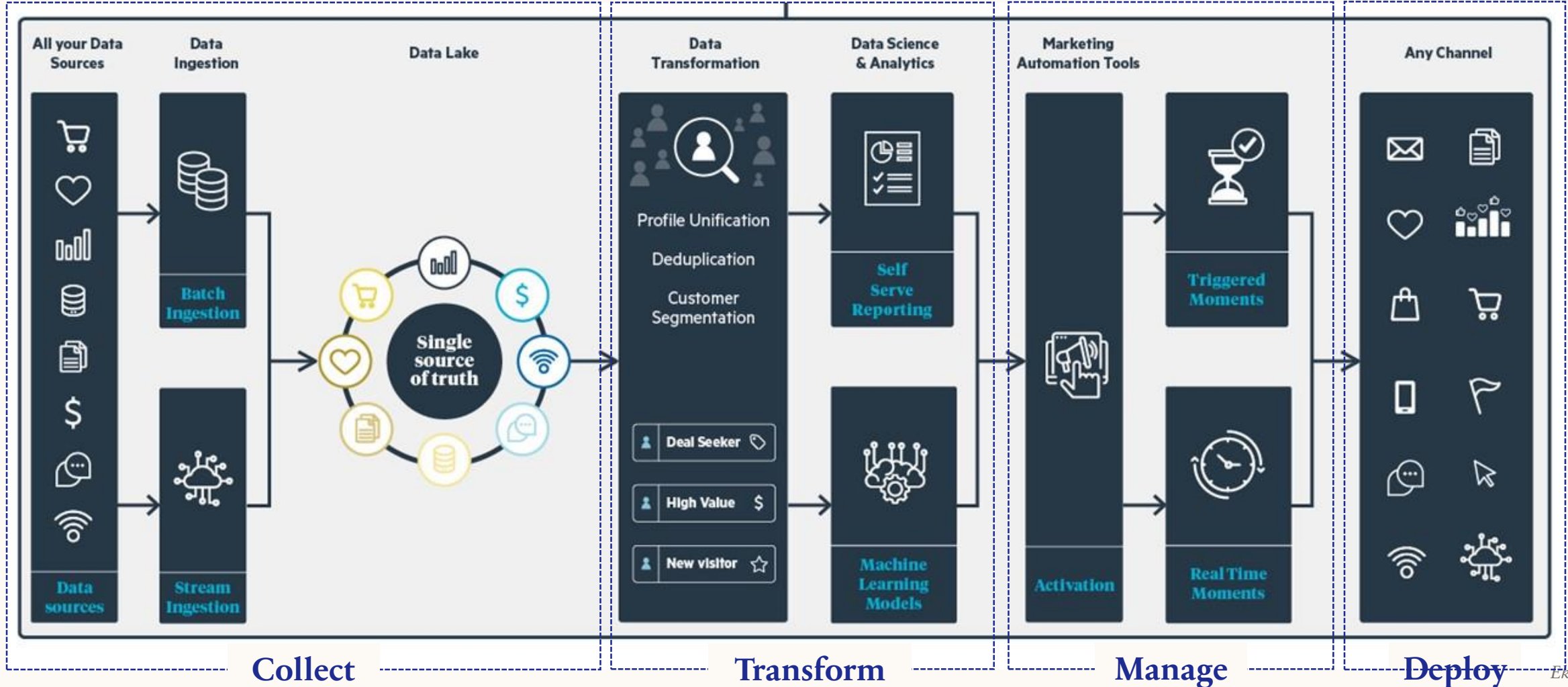
Customer Identification 

Omnichannel Targeting 

Predictive Analysis 

02

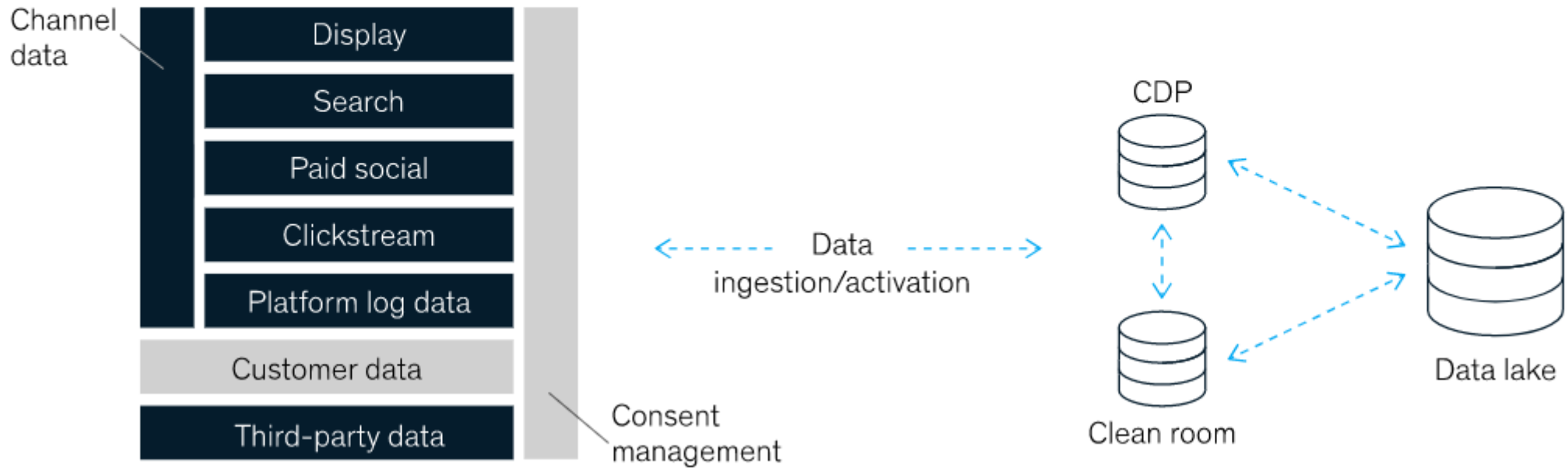
# BUILD A ROBUST INFRASTRUCTURE & PROCESSES



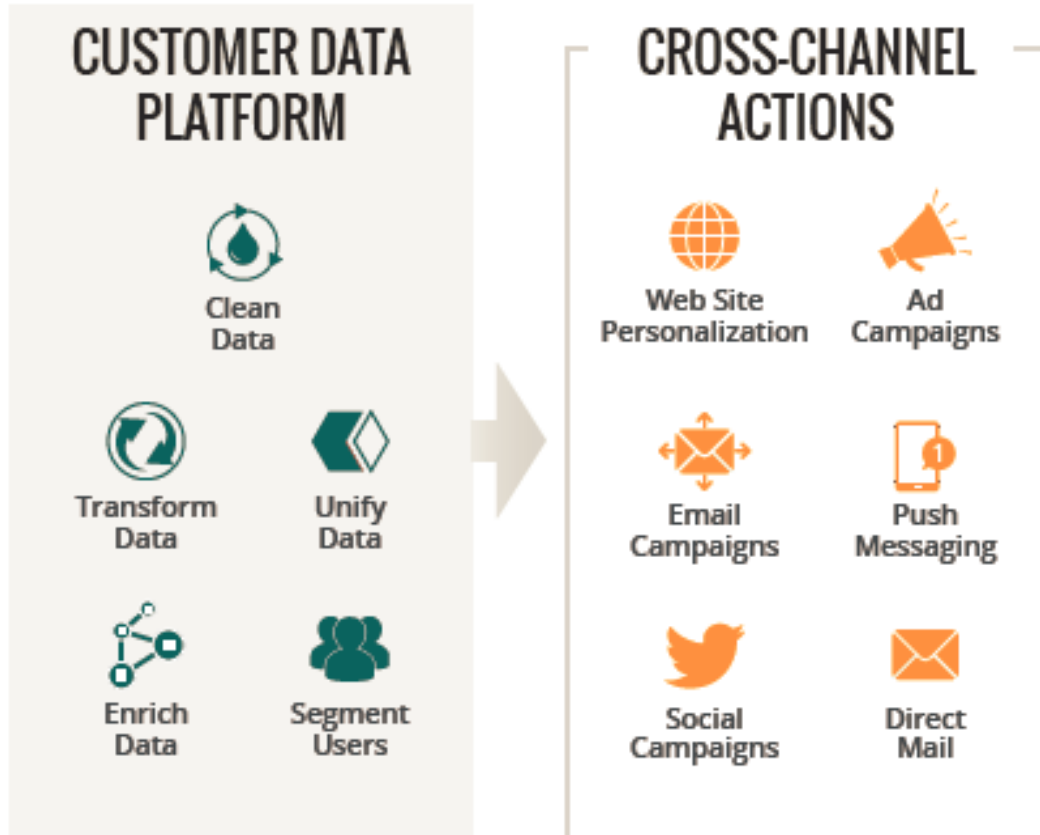
03

# CONSENT MANAGEMENT PLATFORM

The implementation of a secure customer data platform (CDP) can streamline the management of first-party data assets and customer preferences.



# ACTIVATION WITH FULL FUNNEL APPROACH



- **CROSS-CHANNEL APPROACH** will allow you to keep delivering meaningful messages throughout the experience
- **SEGMENT YOUR AUDIENCE** for better personalization and spend prioritization
- **OPTIMIZE FOR PROFIT** in campaigns will result in higher ROAS
- **PERSONALIZATION** will deliver the best experience and service based on user behavior



# MEASURE YOUR RESULTS AND EVALUATE NEW STRATEGIES





# 5-POINT PLAN FOR LEVERAGING YOUR 1<sup>ST</sup> PARTY DATA

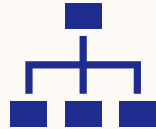
## STRATEGY



Build a first-party data **strategy**

**Define** data points that you need and **collect** only what is necessary

## PLATFORMS



Invest in a robust **infrastructure**

Implement **controls** to prevent unauthorized access or disclosure

## PROCESS



Develop capabilities to **process** the data

Implement **consent** management platform

## ACTIVATE



Activate 1<sup>st</sup> Party data effectively with a **Full Funnel approach**

Get appropriate **consent** and be **clear** about how data will be shared

## MEASURE



**Review** your approach, **identify** new data points and **enhance** your segmentation

Consider anonymizing the data to **protect** customer' privacy

# TUNE FOR PRIVACY UPDATES



- ▶ The International Association of Privacy Professionals (IAPP) is the largest global information privacy community.
- ▶ The **IAPP KnowledgeNet Chapter** in Thailand provides professionals with a place to learn and connect.
- ▶ We organize:
  - ▶ **Educational meetings** with speakers and panelists.
  - ▶ **Networking activities** for local members and guests.



**IAPP Thailand  
LinkedIn Page**



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THANK  
YOU