



This Charter provides five key principles for ethical management of personal data for the data-driven marketing industry. These principles originate from legislation and from the FEDMA codes of conduct. Details and exact provisions of the FEDMA codes of conduct are available on the FEDMA website.

Data-Driven Marketing is an industry which uses data to effectively match customers and prospect's needs with relevant brand offers. Data-Driven Marketing industry main objective is to establish and maintain a personalised and interactive relationship between organisations and customers and prospects.

With this Charter, the industry's objective is to ensure customers and prospects interests are respected by organisations:

- Customers and prospects expect to have a positive and engaging marketing relationship with an organisation.
- Customers and prospects expect to feel valued, respected and receive commercial communication that the organisation considers as relevant to them.
- Customers and prospects, when participating in a dialogue with organisations, expect to be able to express their preferences in receiving commercial communication through different communication channels used by the organisation.
- Organisations are expected to provide customers and prospects with understandable information. Special care is expected to be given when commercial communications are aimed at children.

PRINCIPLES:

1 BE HONEST AND FAIR

- > Organisations are expected to be honest and fair and offer a clear customer journey.
- > Organisations are expected to be clear with customers and prospects about why they collect data and how they intend to use it for marketing purposes.

2 RESPECT INDIVIDUALS

- > Organisations must act in accordance with all legal requirements relevant to the processing of personal data

applicable to marketing activities; the processing must be based on a legal ground and provide the individuals with the rights they are legally entitled to, such as the right to object.

- > Organisations are expected to avoid irresponsible commercial communication.

3 BE DILIGENT WITH PERSONAL DATA

- > Organisations are expected to always treat customer and prospect data with the utmost care and respect.
- > Organisations are expected to take reasonable steps (such as by validation when necessary) to ensure that customer and prospect data are accurate and kept up to date.

4 EMPOWER THE CUSTOMER WITH CHOICE

- > Customers and prospects should have access to organisations' privacy policies providing an explanation relating to the processing of personal data for marketing purposes and their contact details enabling customers and prospects to interact with the organisation.
- > Organisations are expected, where possible, to give customers and prospects the possibility to express their preferences in receiving commercial communication through the different communication channels used by the organisation, and respect these. This can be done through the use of preference services lists (such as Robinson lists) where available.

5 BE ACCOUNTABLE

- > Organizations must take responsibility for the processing of customer and prospect data in-house. When the data processing is partly or fully outsourced to a data processor, both the controller and the data processor should be responsible for ensuring that all the applicable legal provisions relating to such processing are complied with unless a legal provision is explicitly assigned to either the controller or the processor.
- > Organisations must ensure that they employ appropriate security measures when processing customer and prospect data, taking into consideration the sensitivity of the data and technological state of the art.

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✓ A NEW WORLD OF DATA

Communication in general and marketing in particular went through colossal changes which were imposed, to a certain degree, by deep and fast technological evolutions. The development of internet, Search Engine, Smartphones, Social Media, Apps, Internet of Things have reshaped our world in impressive and successive waves.

✓ PERSONALISED AND INTERACTIVE COMMUNICATION

These evolutions have changed the way we communicate to each other, but also the way these organisations and individuals interact and the way we consume. With internet, one-way communication, from organisations to the customer, is not enough anymore. The customer wants to play an active role in advertising: he/she wants to ask questions, to get answer, to give opinions, to express his/her preferences. Technologies has allowed communication to become interactive.

Such interactivity gives the opportunity to customers to be perceived as unique by organisations. Through the millions present on digital and social media, the customer wants to be perceived as unique. So brands have the ability to put the customer in the centre of their strategy and to offer him/her what he/she wants: a personalised communication and a real-time experience. Personalised communication business models are based on data.

✓ DATA-DRIVEN MARKETING AND PRIVACY – A VALUABLE PARTNERSHIP

Data-Driven Marketing is the most efficient and respectful communication channel. Data-Driven Marketing success is based on data while providing individuals with the ability to express his/her choices, preferences, interests...

Access to data is the basis of our work and our main asset, in a world where privacy and data protection have become an increased concern, and where transparency to the individuals and ethics in data management are lagging behind. The Data-Driven Marketing industry has worked for decades and still works every day to build and maintain the most important asset we have: the customer trust.

For these reasons, FEDMA paves the way towards European Compliance on Privacy and Ethical Data Management. The first step is the development of this Charter on Ethical Personal Data Management. Marketers can agree on simple rules and guidelines. Developing and signing this Charter will be the milestone to continue in the right direction. The follow-up is the development of a European label for Ethical Data Managers and compliant organisation through workshops, legal assistance, and a self-regulatory process to achieve European Legal Compliance, delivered by FEDMA, the only omnichannel Marketing Federation recognised by the EU institutions.