



Lytics & **GDPR**

Where do CDP's fit in?

Personalization and Journey Orchestration just got much harder. When companies are forced to comply with GDPR's requirements on May 25, 2018, delivering personalized & orchestrated marketing campaigns will be nearly impossible without a Customer Data Platform.

Lytics has your back.

Lytics is a Customer Data Platform that's helping companies like Heineken, Atlassian, The Economist and General Mills personalize their digital marketing efforts.

We enable their marketers, for the first time, to orchestrate their cross-channel customer journeys, clearly visualize which tactics are working and allow the user to drag and drop campaigns to manage, tweak and prioritize initiatives.



3 Solutions for GDPR Compliance

With the impending launch of GRPR's policies, Lytics helps businesses transparently create better relationships with their customers with a secure and GDPR compliant solution that supports:

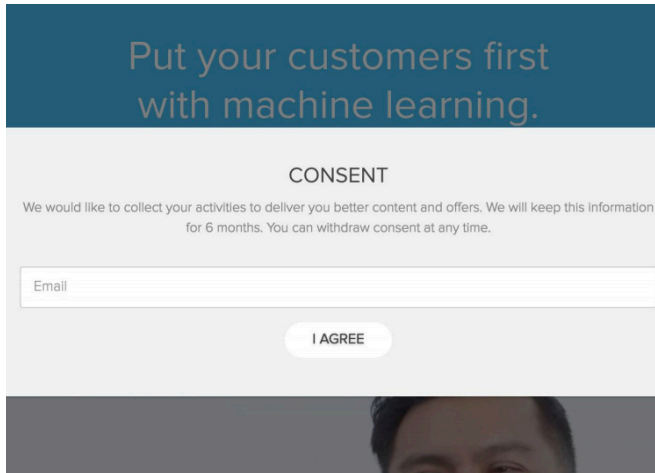
- Consent Management
- Profile Management & Access
- Security & Portability

Lytics :	GDPR Compliant Companies must:
Consent Management	<ul style="list-style-type: none">• Collect each user's consent to capture their information• Consent must be clear, explicit and unambiguous as well as being easy to withdraw• Companies must also be able to demonstrate that consent was given (timestamped)
Profile Management	<ul style="list-style-type: none">• Allow users to manage what data is being collected• Allow users to rectify/change their information• Allow users to delete certain data• Give users with the to right to be forgotten altogether
Security & Portability	<ul style="list-style-type: none">• Consumers have the right to request that businesses freeze their personal data (i.e. due to accuracy of personal data must be verified unlawful processing, continue to store in case of legal claims, audit & review period)



- LYTICS HAS DATA CENTER PROCESSING LOCALIZED TO SUPPORT GDPR IN THE EU.
- LYTICS IS ALSO PRIVACY SHIELD CERTIFIED IN EU AND SWITZERLAND

1. CONSENT MANAGEMENT

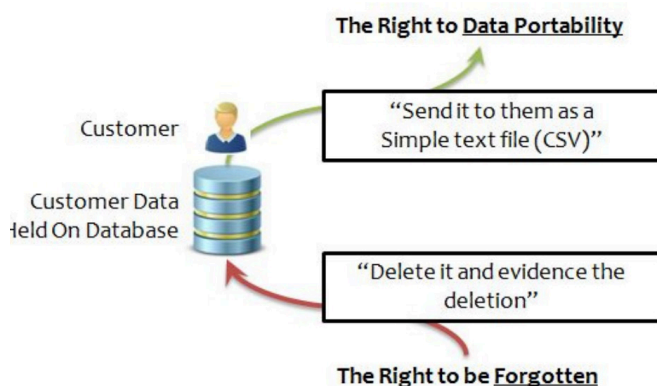


- IDENTITY RESOLUTION HELPS COMPANIES STITCH TOGETHER USERS IDENTITIES ACROSS ALL MARKETING COMMUNICATION CHANNELS (I.E. PASSING THROUGH KNOWLEDGE OF WHEN A USER GIVES CONSENT OR WITHDRAWS AUTOMATICALLY)
- LYTICS CAMPAIGN BUILDER ALLOWS CLIENTS TO EASILY BUILD AND MANAGE ALL CONSENT FORMS IN A SINGLE CAMPAIGN UI (MODALS, OVERLAYS, OR EVEN INLINE)
- LYTICS HAS SOCIAL LOGIN TO HELP MANAGE CONSENT ACROSS MULTIPLE SITES WITH A SINGLE LOGIN (INTEGRATION WITH OTHER SOCIAL LOGIN VENDORS AVAILABLE TOO)

- LYTICS CAN CONTROL HOW YOU JOIN AND MANAGE USER IDENTITIES (GIVING CONTROL ON WHAT IS STORED AND AVAILABLE IN THE PROFILE)
- LYTICS HAS BUILT A “CONSENT MANAGEMENT” OFFERING. THIS GIVES USERS CONTROL OVER THE AFOREMENTIONED RIGHTS.
- LYTICS ORCHESTRATE: SYNC’S NEW/UPDATED AUDIENCE SEGMENTS BASED ON USER PREFERENCES AND CONSENT, MANAGES REAL-TIME REMOVAL OF OPT-OUTS AND WITHDRAWN USER CONSENT, AND MANAGES/SYNCS ‘DO NOT MARKET TO’ LISTS ACROSS ALL DIGITAL COMMUNICATION CHANNELS.

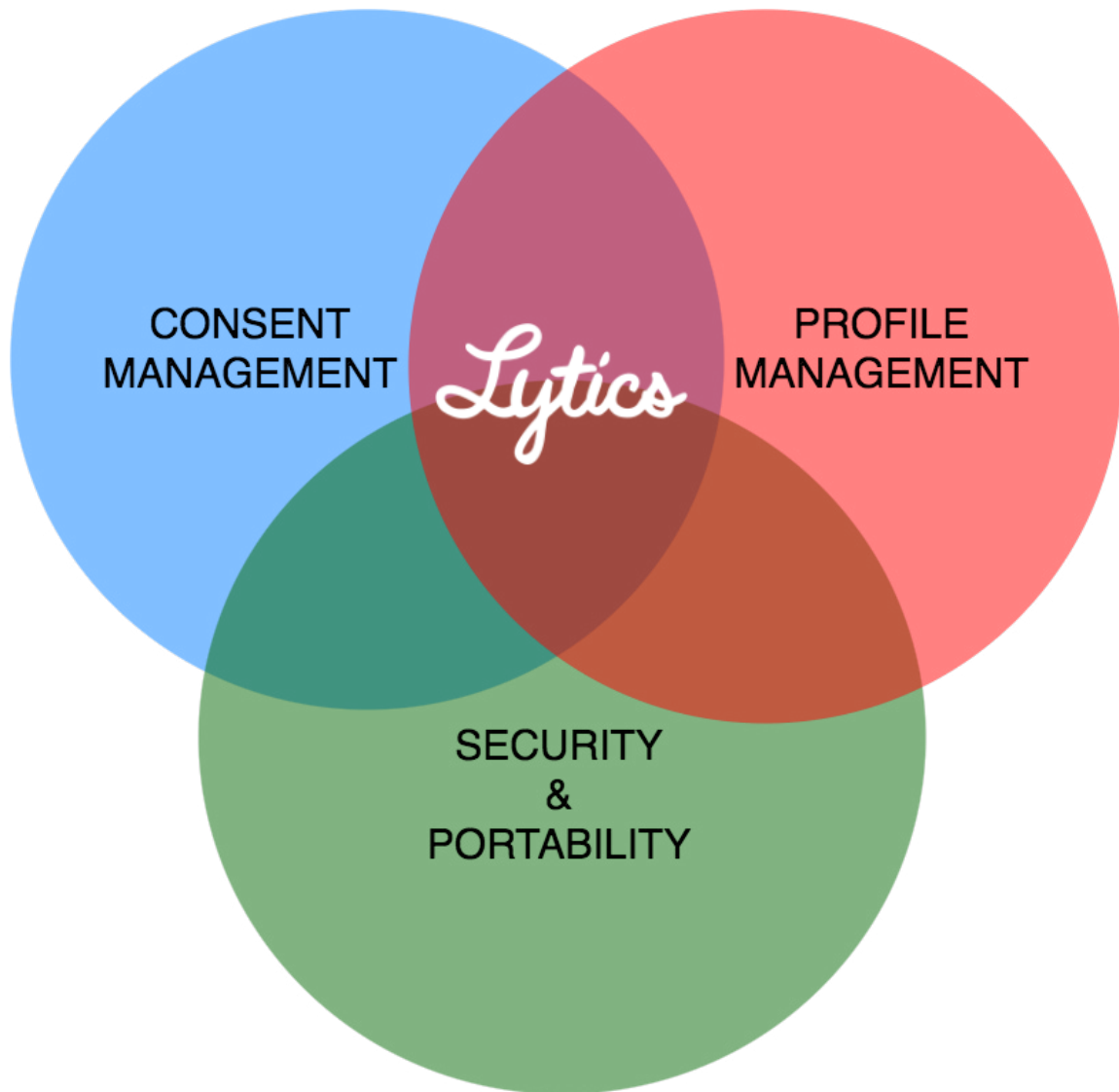
2. PROFILE MANAGEMENT

3. SECURITY & PORTABILITY



- LYTICS CAN STORE FROZEN PERSONAL DATA, BUT NOT USE IT.
- LYTICS CAN ALSO PREVENT ONBOARDING OF ADDITIONAL INFORMATION OR FILTER OUT CUSTOMERS OF ANY PROCESSING ACTIVITY
- LYTICS CAN SUPPORT THE AUTO-DELETION OF INACTIVE DATA BASED ON PRE-DETERMINED TIME RULES (E.G. DELETE AFTER 1 YEAR OF INACTIVITY) AS CUSTOMIZED BY EACH BUSINESS FOR THEIR SPECIFIC PURPOSES.

What are the consequences of not being GDPR compliant?
With violation penalties as severe as 4% of revenue, it's more important than ever to store, manage, and activate customer data in a responsible way. To learn more, [CONTACT US!](#)



TO SEE HOW LYTICS' CUSTOMER DATA PLATFORM CAN GROW YOUR BUSINESS, [REQUEST A DEMO AT GETLYTICS.COM](https://www.getlytics.com)