

# BlueVenn

## SUMMIT 2020

Raleigh, NC | January 27 - 28

*Championing customer data privacy  
with a Customer Data Platform*

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BlueVenn

March 2018  
Cambridge  
Analytica

May 2018  
GDPR into  
Effect

June 2019  
CCPA  
Signed into  
Law

January  
2020  
CCPA in  
Effect

2020+  
New State  
Regulations?

# GDPR

- *Data Transparency*
- *Right of Access*
- *Right to be Forgotten*
- *Right to data portability*
- *Right to object and automated decisions*

# CCPA

- *Know what personal information is being collected about them*
- *Know whether their personal information is sold or disclosed and to whom*
- *Say no to the sale of personal information*
- *Access their personal information*
- *Request deletion of any personal information*
- *Equal service and price, even if they exercise their privacy rights*

# Challenges and Risks



**Silos**

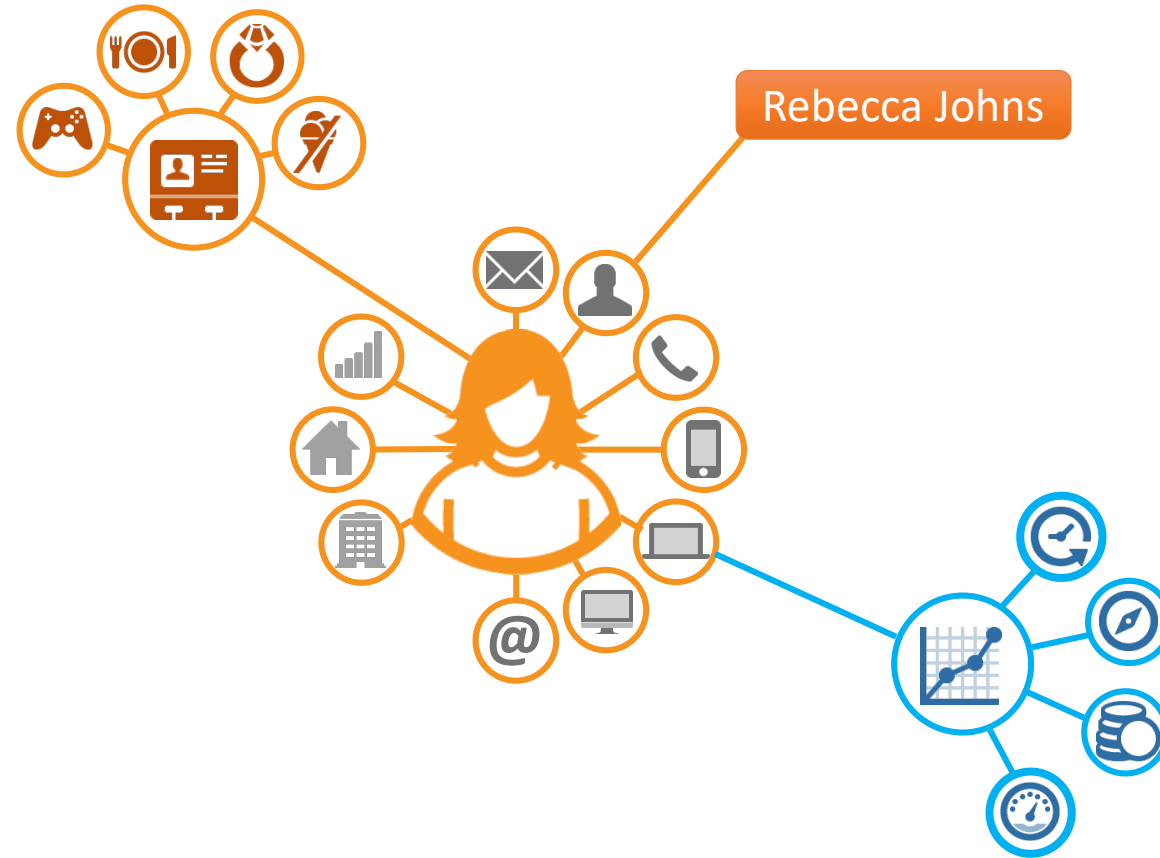


**Time**

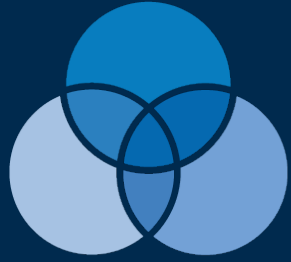


**Fines**

# How can a CDP help?



**Demo**



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# Questions?