



EXPERIENCE MAKERS^{LIVE}





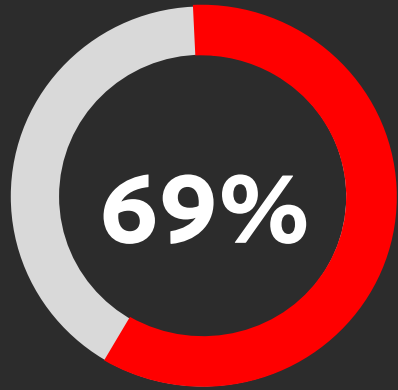
Beyond the Regulations: Consumer Privacy for Marketers

Gabbi Stubbs | APAC Product Marketing

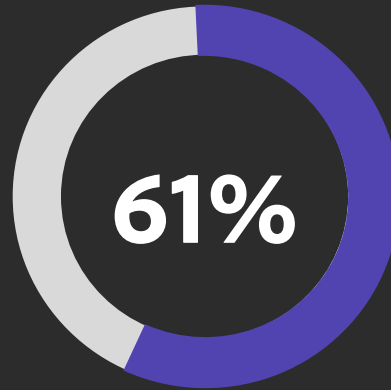
James Caldwell | Data, Personalisation & Platform Specialist

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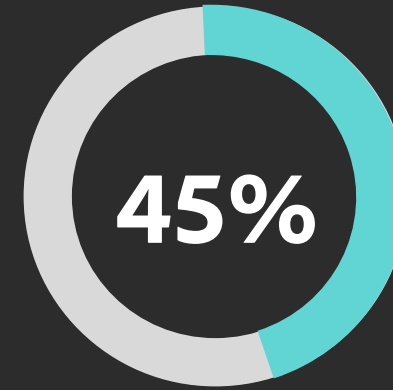
Heightened awareness and action by consumers



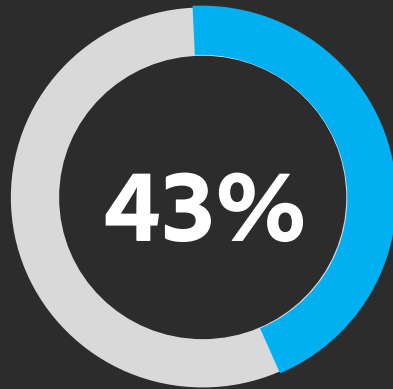
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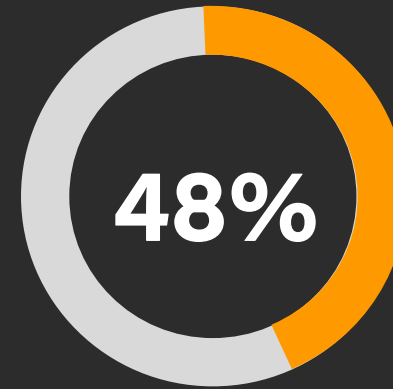
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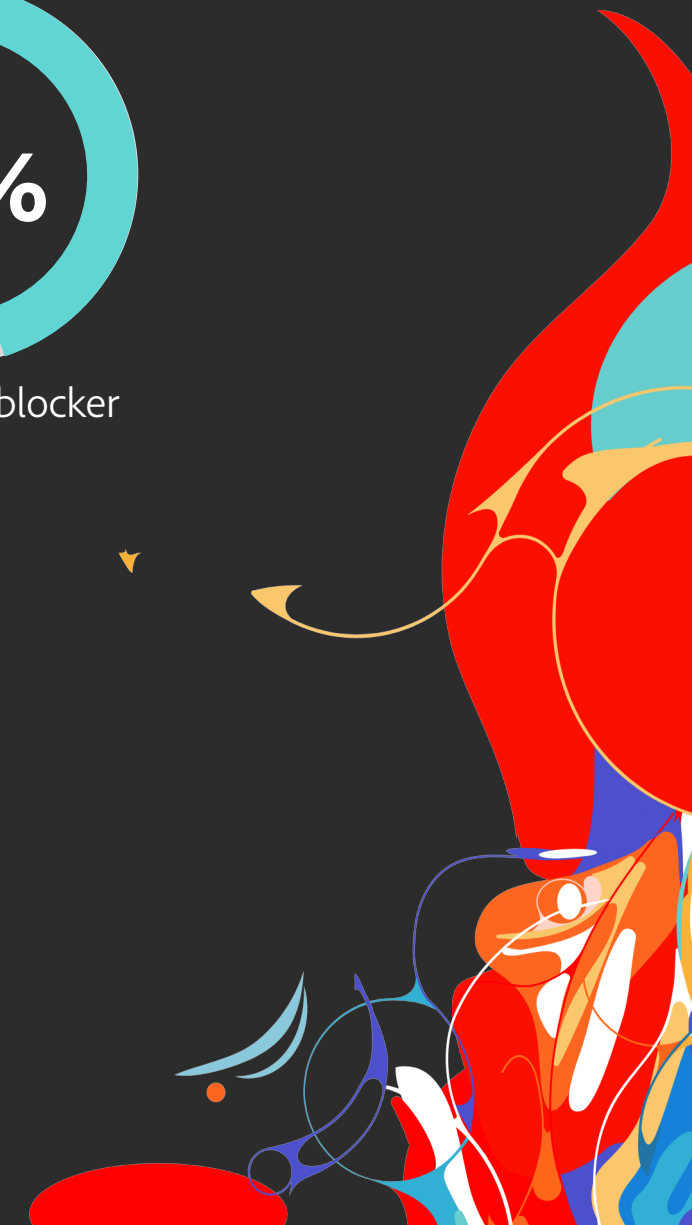


took more steps to protect their
privacy following a data breach



adjusted privacy settings
on social media*

Source: Adobe and Advanis, Adobe Consumer Unleash Data Survey, APAC Jan 2020. *eMarketer, US, August 2019



Data regulation is the future



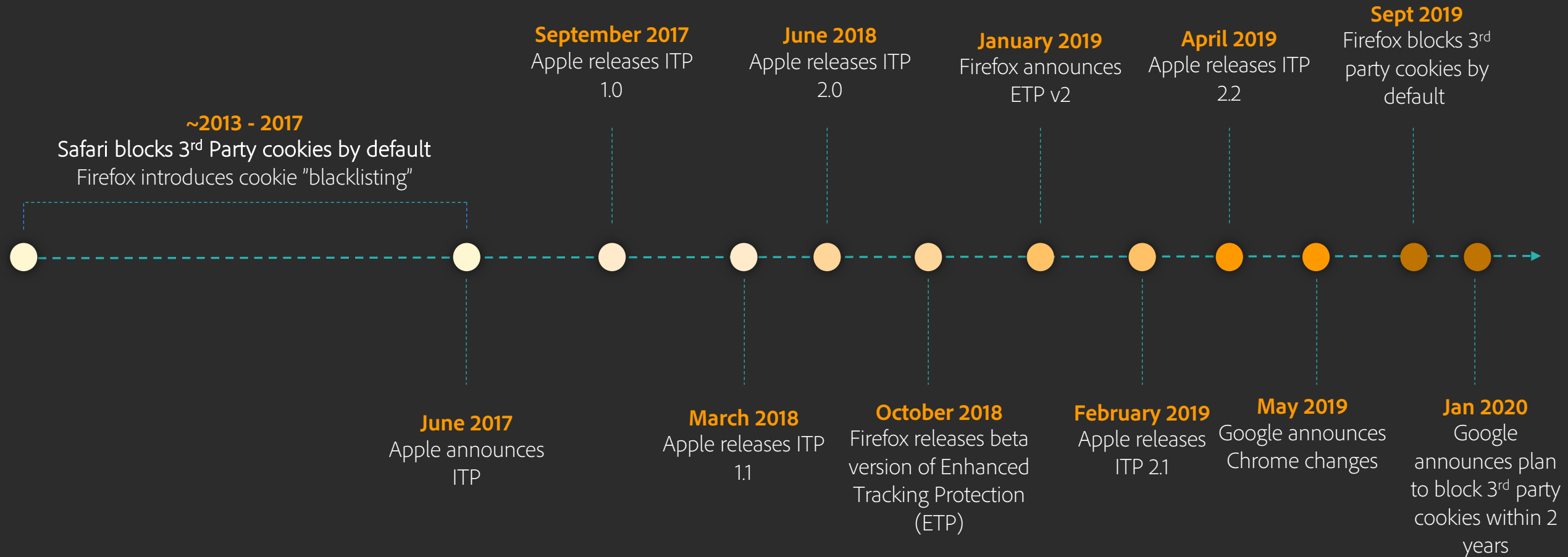
Ministry of Electronics
& Information Technology
Government of India



中华人民共和国工业和信息化部
Ministry of Industry and Information Technology of the People's Republic of China



Competing on privacy - increasing browser cookie policies



Advice for digital marketers



Understand
the changes and the
impact to
your business



Diversify
your footprint



Implement & improve
your authentication and
privacy experience



Review
your 1st party
data strategy



Evaluate
device graph value-
add opportunities

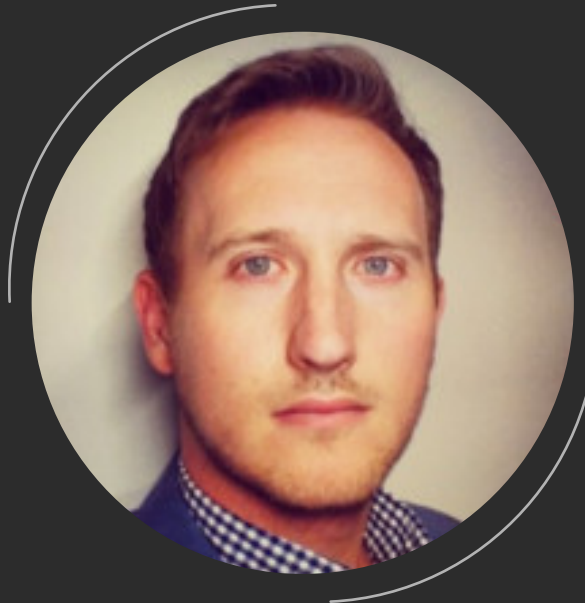


Develop
strategic partnerships



Gabbi Stubbs

APAC Product Marketing
Adobe



James Caldwell

Data, Insights, Personalisation & Platform,
Adobe



An abstract graphic in the top right corner featuring overlapping circles and organic shapes in teal, orange, red, blue, and grey. A thin green line curves through the shapes. Several small solid circles in orange, blue, and teal are also present.

Thank you!

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