

Privacy as a Business Opportunity

Sara Fernandez, Liberty Global.

About Liberty Global



United Kingdom
Ireland



Belgium



unitymedia

Germany *



upc

Switzerland **



Poland

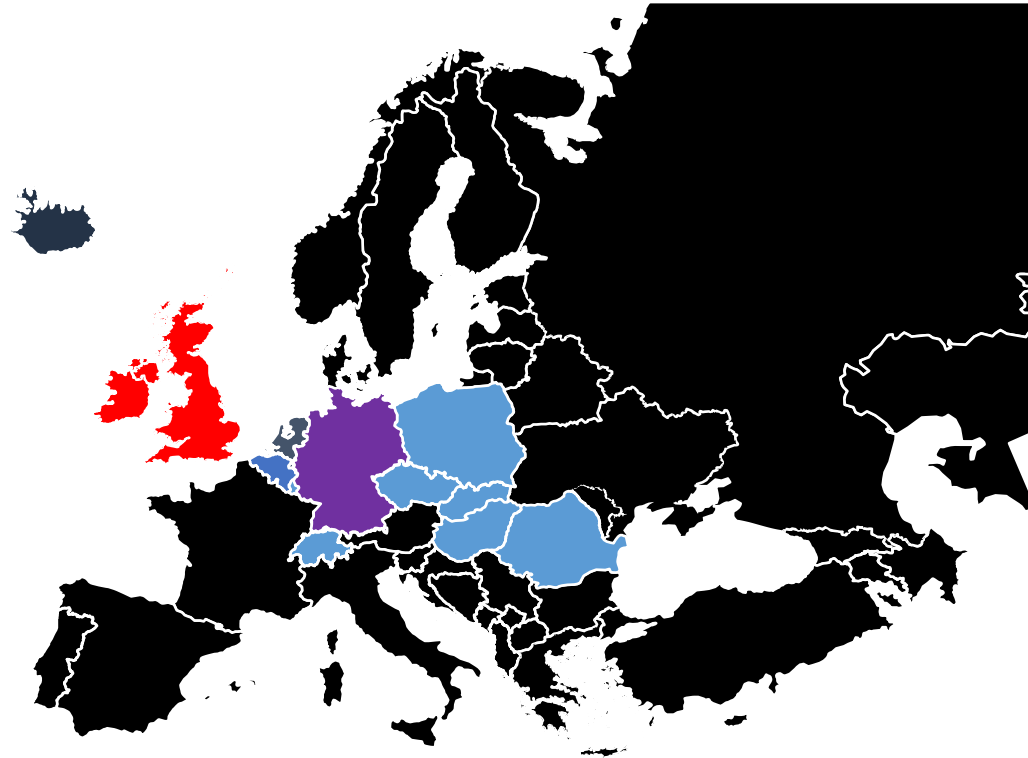
Hungary *

Czech Republic *
Slovakia

Romania *



The Netherlands ***



* May 9, 2018 Liberty Global announced that it has entered into a definitive agreement to sell its operations in Germany, Hungary, Romania and the Czech Republic to Vodafone Group plc. Regulatory approval is pending

** February 27, 2019 Liberty Global announced that it has entered into a definitive agreement to sell its operations in Switzerland to Sunrise. Regulatory approval is pending

*** Liberty Global owns 50% non-controlling interest in VodafoneZiggo, a joint venture in the Netherlands

Raising awareness

GDPR

4%

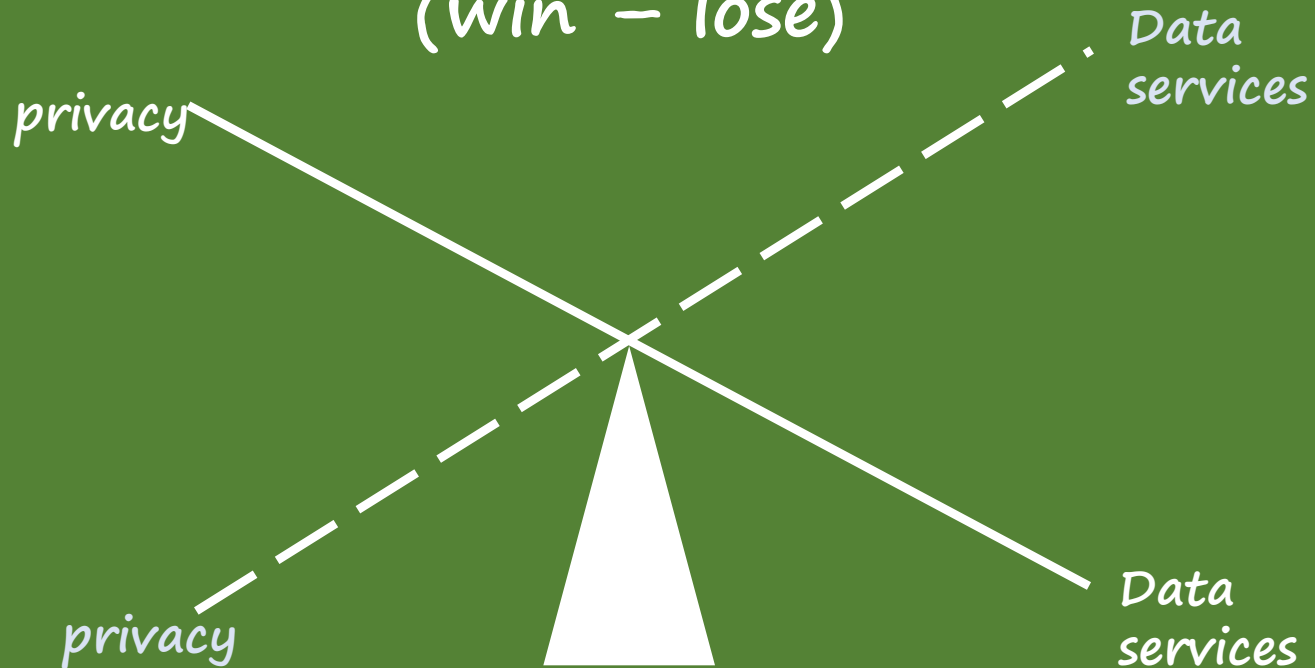
Cambridge

Marketing Strategy

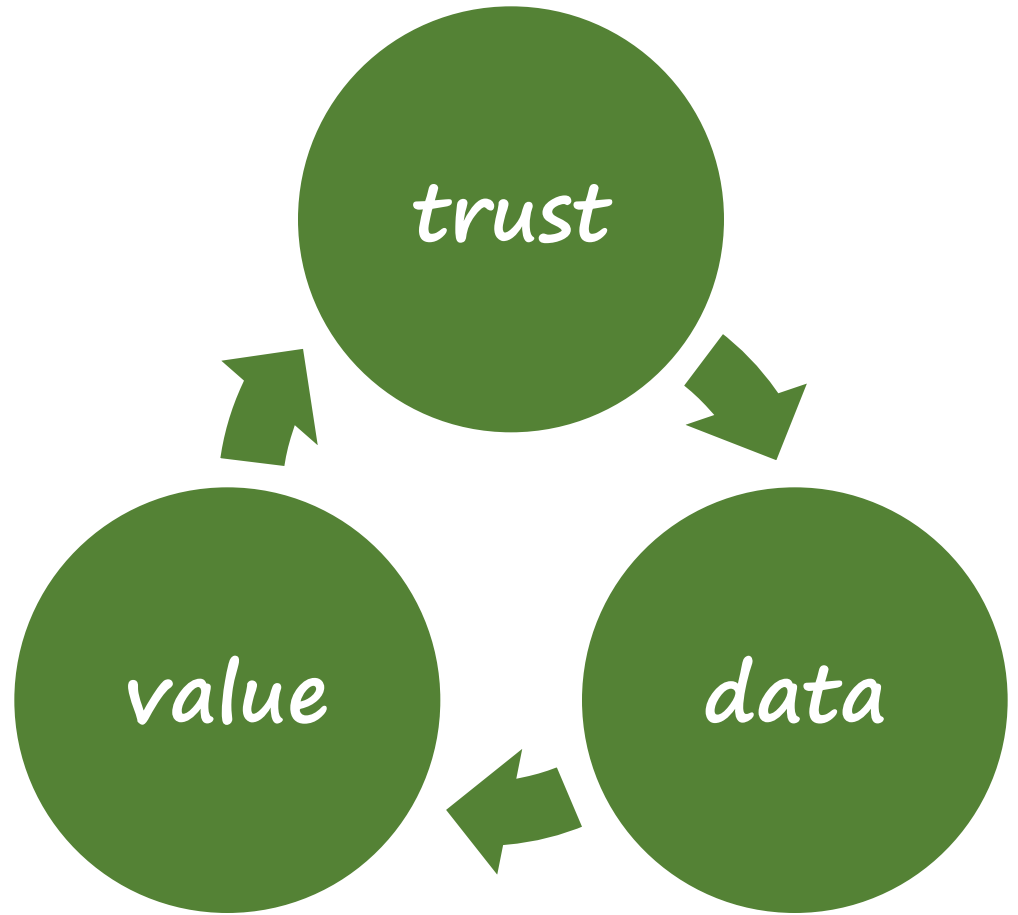
GDPR - internally & externally



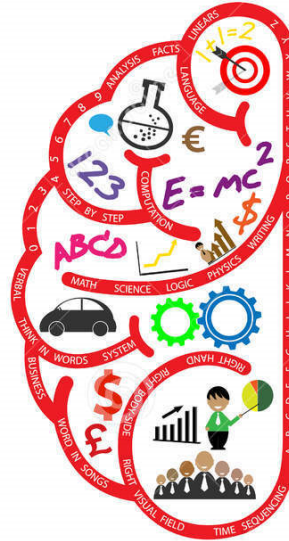
From tension
(win - lose)



*To a virtuous circle
(win – win)*



“I have to”



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- To improve our website (we continually strive to improve our website offerings based on the information and feedback we receive from you)
- To improve customer service (your information helps us to more effectively respond to your customer service requests and support needs)
- To process transactions

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If we decide to change our privacy policy, we will post those changes on this page.

This policy was last modified on 04/26/2008

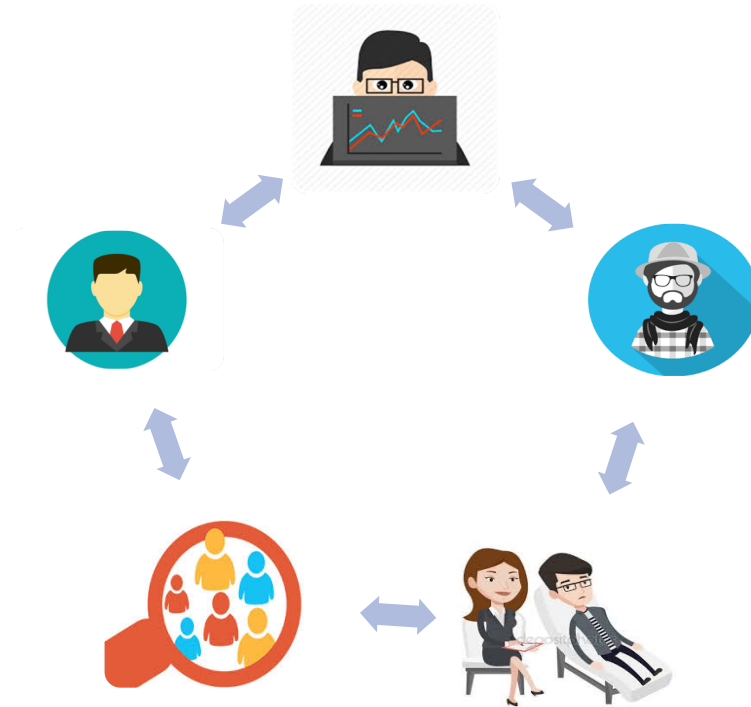
Contacting Us

If there are any questions regarding this privacy policy you may contact us using the information below:

<http://www.freemovepolicy.com>
201 Park Street
Ogden, Utah 84401
USA
info@freemovepolicy.com

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“I want to” (relationship)



The power of Trust

THE EDELMAN BRAND RELATIONSHIP INDEX MEASURES THE STRENGTH OF THE CONSUMER-BRAND RELATIONSHIP ACROSS FIVE RELATIONSHIP STAGES



EDELMAN INTELLIGENCE / EARNED BRAND © 2018

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The Seven Dimensions of the Consumer-Brand Relationship

The Brand Relationship Index is a composite measure of the depth and quality of the bond a consumer has with a brand across seven distinct dimensions that constitute the fundamental building blocks of consumer-brand relationships.

- 1 EMBODIES UNIQUE CHARACTER
- 2 MAKES ITS MARK
- 3 TELLS A MEMORABLE STORY
- 4 LISTENS OPENLY, RESPONDS SELECTIVELY
- 5 INSPIRES SHARING, INVITES PARTNERSHIP
- 6 BUILDS TRUST AT EVERY TOUCHPOINT
- 7 ACTS WITH PURPOSE

Trust comes by foot, but leaves on horseback



Compliance

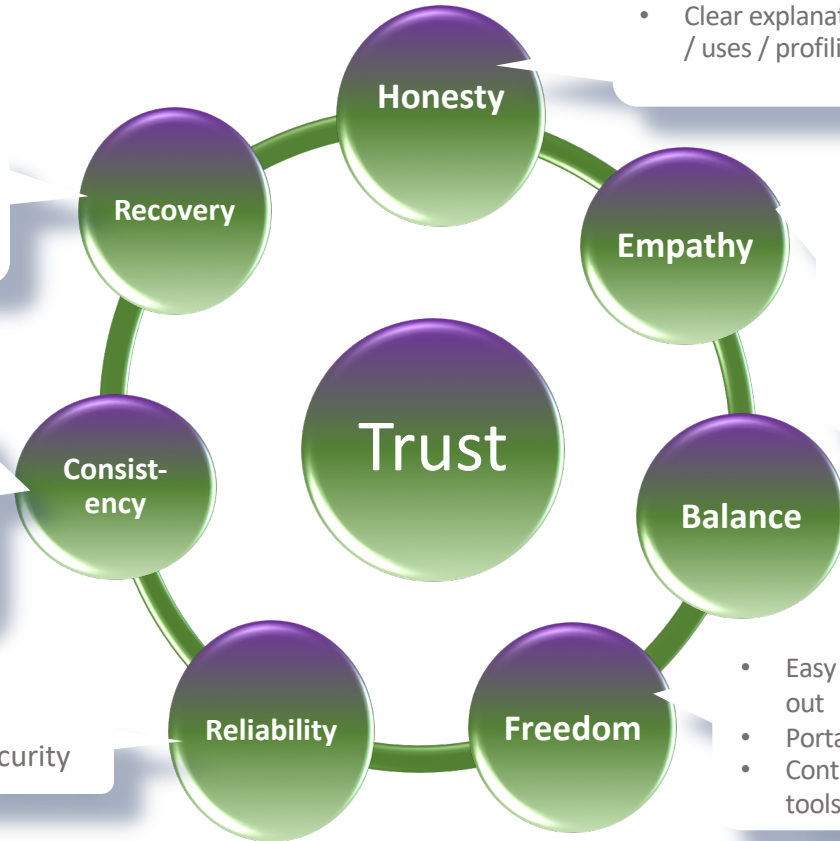
Breach notification obligations

- Acknowledge damage
- Relieve

- Customer centric across IT,
- Accessibility (channels, Social Networks)
- Image

Security measures

Security



Transparency and information

Users rights

Developing a relationship of trust

*Trust is earned
over time
and proofs*

