



February 2018

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Welcome to News with Edge!



The "GDPR Clock" is ticking! New rules aimed at strengthening data protection within the European Union (EU) will affect all but the smallest companies in the U.S. GDPR will take effect on May 25th - less than 90 days from now! Fear not! This issue of News with Edge may help. Our feature article outlines the 6 important steps to take now. We've also included articles and events surrounding GDPR. Happy Reading!

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[GDPR: Six Steps Marketers Must Take Now](#)



The new EU Global Data Privacy Regulations will take effect in May 2018. Do you have a plan? Any organization that collects and uses data on leads, clients, customers, or business partners in the EU is required to comply with the tenets of GDPR.

Marketing teams, who are typically the custodians or owners of CRM systems and contact databases, have a key role in fostering their organization's compliance. Have you heard about GDPR, but perhaps not taken action yet? Get started now, and you can avoid a non-compliance mishap.

There are six key steps that marketing must understand and act on by the May 2018 effective date of GDPR. For simplicity's sake, we refer to individual contacts of all types simply as customers or data subjects.

Assess your organization's data and marketing tools

A first step to prepare for GDPR is understanding the data landscape across the company. Identify whether your organization is / [Read the article](#)

About the Author

Megan Miller is a senior consultant with Edge Marketing, assisting clients in development and execution of strategic marketing plans and implementation of marketing technologies. A certified eDiscovery expert, Miller has written on trends and topics in electronic discovery, consumer electronics and the Internet of Things – before it was even called the Internet of Things. Her work has appeared in Attorney at Law, US Tech, TechnoLawyer, ACEDS and other industry publications.



Did You Know...?

The International Association of Privacy Professionals (IAPP) the largest and most comprehensive global information privacy community and resource, has a terrific [site full of guides and best practices for GDPR](#).

Industry Stories and News

Read the latest top stories and industry news!

[Power to the people: GDPR ushers in a new age of customer control over their data](#)

[What Event Planners Need to Know About Europe's New Data Protection Law](#)

[Privacy by Deletion: Five Steps to Reducing Data Risk](#)

[Many Companies Feel Unprepared for GDPR and All that It Requires](#)

[GDPR Still a Top Concern, but Some Global Legal Departments Play the Waiting Game](#)

[Belgian court to fine Facebook up to \\$125 million if it doesn't comply with latest privacy ruling](#)

[5 common types of back office occupational fraud, and how AI can stop them](#)

[4 ways client tax documents are at risk](#)

[How to Set the Growth Strategy for Your Firm](#)

[Majority of Taxpayers want AI](#)

Upcoming Events

Check out these upcoming industry events!

[Global Data Privacy Conference \(IAPP\) Mar 27-28, Washington D.C.](#)

[What is "Legal Ops"? An Exercise on Finding and Succeeding in a Legal Operations Career, March 29, New York](#)

[AIIM Conference 2018, April 10-13, San Antonio](#)

[Corporate Legal Operations Institute \(CLOC\), April 22-25, Las Vegas](#)

[GDPR: Summit London, April 23, London\]](#)

[Compliance Week 2018, May 21-23, Washington DC](#)

[Accountex, May 23-24, London](#)

[AICPA Engage, June 9-14, Las Vegas](#)

[ACE 2018 - IMA Annual Conference & Expo, June 16-20, Indianapolis](#)

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