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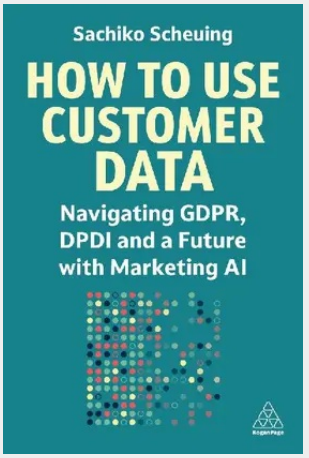
# How to Use Customer Data

Navigating Gdpr, Dpdi and a Future with Marketing AI




**Data-driven marketing is a huge aspect of any modern-day marketing plan, but balancing customers' privacy concerns with the latest innovations can be a complex challenge.** When done right, data-driven marketing can build customer trust for sustainable long-term value. This is precisely where ***How to Use Customer Data*** comes in, by breaking down everything you need to know about this fast-moving field into one simple and easy to read guide. Designed specifically for marketing professionals, this guide explains the principles of data protection, explores the legal requirements of the GDPR and UK DPDI Bill/Act and provides clarity on exactly what you need to know and do to be compliant whilst also looking at how using data well can improve the customer journey through personalization. Tackling all the hot issues of the moment, this book looks at how digitally mature marketers can work in compliance, how to use clean rooms and pseudonymization to promote trust and the impact AI could have, making it a must-read for all marketing professionals.

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