



## Case Study

# FIS SOLVES DIRECT MARKETING UNDER GDPR

### The GDPR Challenge

- Under new EU General Data Protection Regulation (GDPR), marketers will be required to get specific, informed and opt-in consent from customers before using their data for marketing purposes.
- Silence, pre-ticked boxes or inactivity do not constitute consent.
- Fines for non-compliance can reach as much as 4 percent of global revenue or €20 million (whichever is greater).
- Incoming enforcement of GDPR on 25 May, 2018 has been described as “an extinction event for ad tech in Europe.”
- In the UK, the Information Commissioner’s Office (ICO) has already taken action against two global firms for sending 3.3 million unlawful marketing emails without proven consent, or when customers have already opted out of emails, and have warned firms that “Businesses must understand they can’t break one law to get ready for another (GDPR).”

### The Solution

- FIS, a global leader in financial services technology, has implemented the FIS Consent Manager, powered by Trunomi, to solve consent capture for direct marketing.
- FIS uses marketing automation software to manage over 1.4 million subscribers in its marketing database.
- FIS’ subscription preference system empowers subscribers to manage their contact preferences from a single location - to determine which type of content they wish to receive (events, industry insights, product) and the channel.
- FIS is requesting consent from over 500,000 active subscribers as part of the implementation programme.
- FIS Consent Manager records a timeline of subscribers’ interactions with the FIS marketing system and captures their informed consent and preferences.
- This generates TruCert™ to prove active, opt-in consent has been received in compliance with GDPR.
- A TruCert is a digitally signed certificate certifying a data transaction and the data subject’s consent for that data use. The TruCert identifies the transaction counterparties, the purpose (context) of the data share as well as the duration for which consent has been granted.
- A TruCert is created through FIS Consent Manager APIs and the associated data rights are accessed by the business systems through a Rights API.
- For each FIS marketing subscriber, FIS Consent Manager generates a TruCert based on the updates from the firm’s subscription preference centre via APIs.
- FIS Consent platform is a service powered by Trunomi, licensed by FIS.



## In Summary

- FIS can solve consent requirements under GDPR and avoid non-compliance fines of up to 4 percent of their global revenue.
- A suite of APIs makes integration with existing contact automation fast and efficient.
- Trunomi TruCert increases transparency and can improve trust in the customer relationship.

## About FIS

FIS is a global leader in financial services technology, with a focus on retail and institutional banking, payments, asset and wealth management, risk and compliance, consulting and outsourcing solutions. Through the depth and breadth of our solutions portfolio, global capabilities and domain expertise, FIS serves more than 20,000 clients in over 130 countries. Headquartered in Jacksonville, Florida, FIS employs more than 53,000 people worldwide and holds leadership positions in payment processing, financial software and banking solutions. Providing software, services and outsourcing of the technology that empowers the financial world, FIS is a Fortune 500 company and is a member of Standard & Poor's 500® Index. For more information about FIS, visit [www.fisglobal.com](http://www.fisglobal.com)

## Contact us:

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