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The era of omnichannel customer service has arrived

[How GDPR and the recent legal trends in consumer protection are affecting the legal framework towards a customer-based approach]





E-shops saw their sales rise during the pandemic

Many businesses that did not operate online have expanded to online sales and have created an e-shop

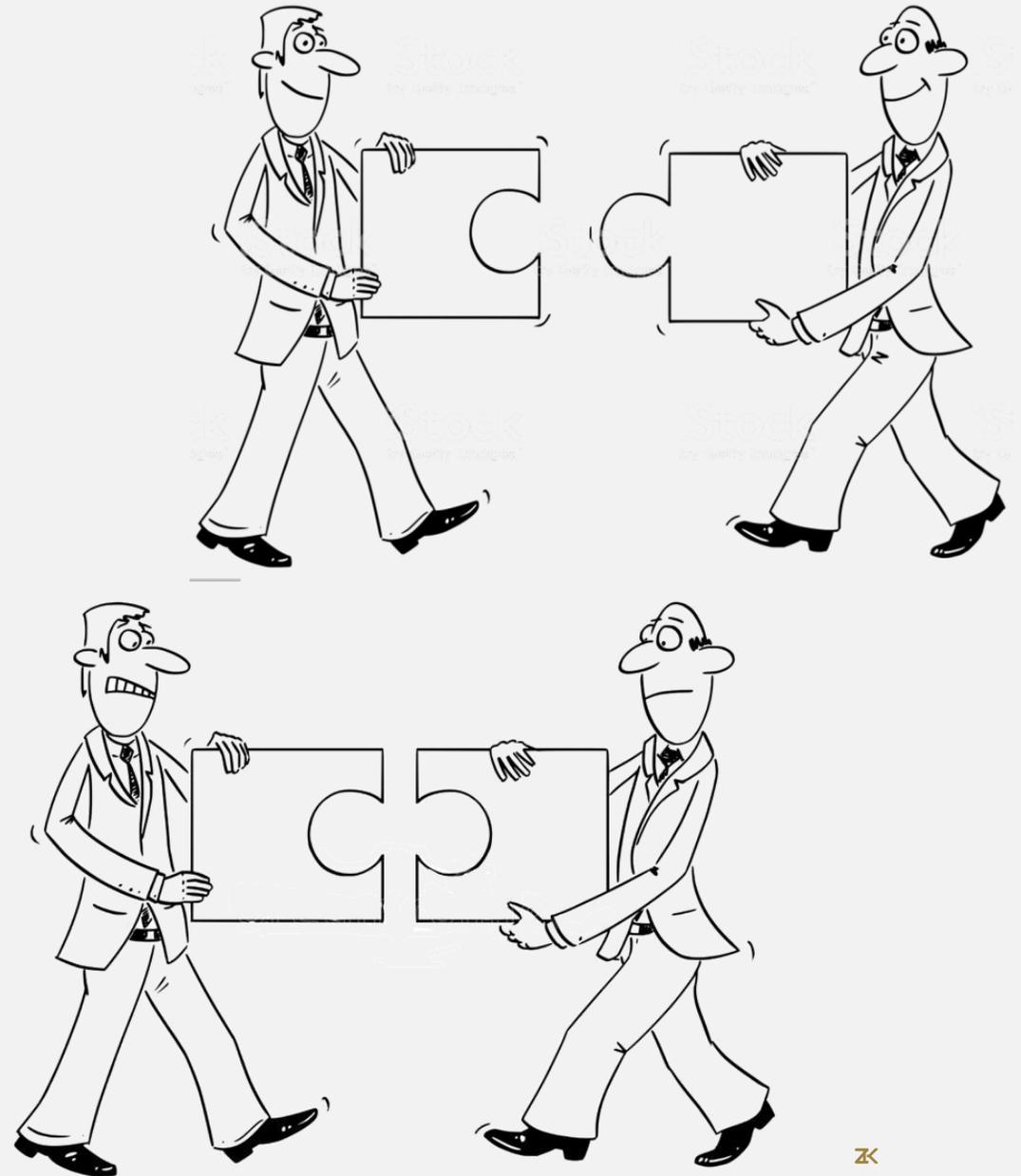
We live in
fast-forward
times: the
era of
omnichannel

- ✓ Offline sales
- ✓ Online orders
- ✓ Phone orders
- ✓ Platform Sales
- ✓ Distant sales
- ✓ Electronic transactions
- ✓ Electronic payments

Need for Convergence of offline & omnichannel sales approaches

Challenges:

- Procedures
- Operations
- Systems (IT)
- Sales/Marketing
- Legal discrepancies
across different channels
(e.g. offline v. online)



There's a tendency for consumer programs that preserve the relationship with the customer



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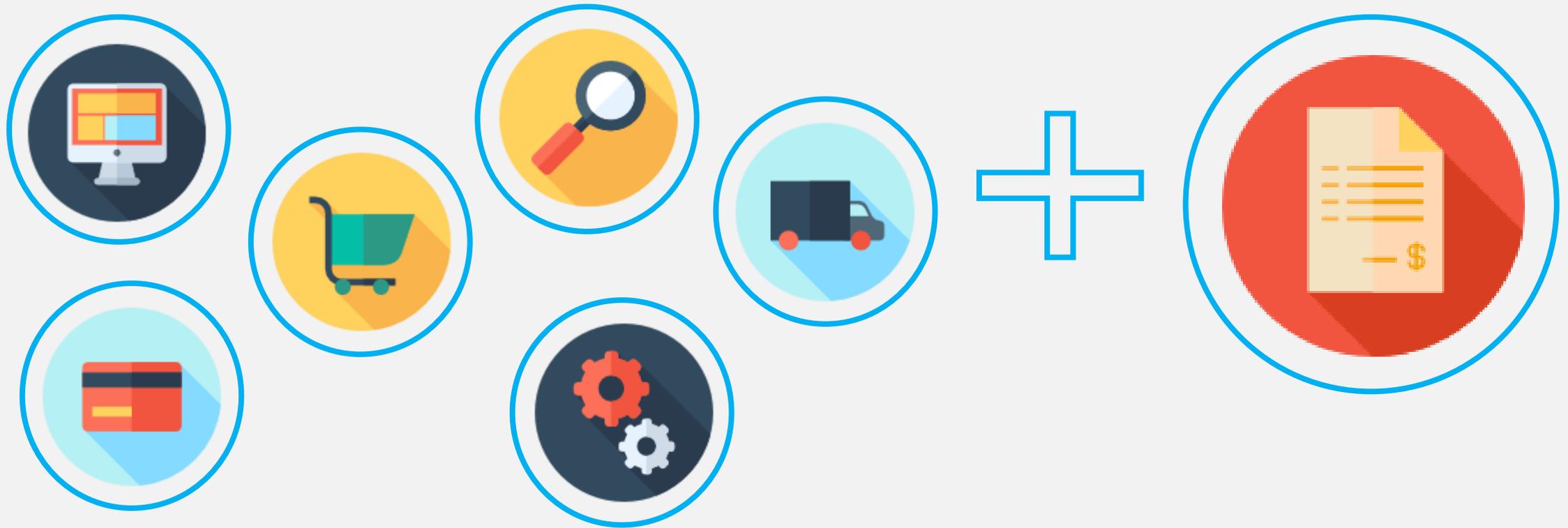
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An example of an omnichannel approach in the modern consumer-based approach:

Extended Loyalty programs



Omnichannel approach → Omnichannel teams



Procedures • Operations • Systems (IT) • Sales/Marketing + Legal

Issues with legal
consequences to
consider in any
consumer-centric
program

**DIGITAL
TRANSFORMATION
in practice*



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Businesses need to answer certain questions when managing in the back-office:

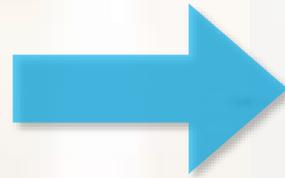
who needs this piece information?

who has access to it?

to what information?

for what purpose?

*PRECISE FLOWS
DIFFERENT SCENARIOS
ALTERNATIVE PLANS*



*ASSESS
legal risks
V.*

business needs

*There is no fit-for-all
answer!*

GDPR: What data can I collect and process for a specific purpose?

Principles to obey:

1. Purpose limitation; Personal data shall be processed for specified, explicit and legitimate purposes
2. Data minimization; Data must be adequate, relevant and limited to what is necessary in relation to the purposes for which they are processed
3. Data Accuracy; *every reasonable step must be taken to erase or rectify data that is inaccurate or incomplete*

GDPR: What data can I collect and process for a specific purpose?

An example:

which data are necessary for the *delivery of an order?*

- Billing and delivery details, contact number etc.
 - What about gender, age, size??
- Behavior Data v. other marketing data?

Aim: to Collect and Process lawful, useful, accurate data! Data we actually need (and not waste time with invalid or not useful data!)

GDPR & consumer protection law rule: *Opt-in*

- Consumers need to be able to **choose** how their data are processed through one or more consumer centric program
- Many programs do not offer the choice to **opt-out** from registering certain transactions to their account
- *For instance, consumers may not want certain transactions to appear in their account/loyalty program data (e.g. purchase of books about the supernatural)*



Customer relationship management and **offer of choices** can lead to a better understanding of your consumer's choices and habits

Use option panels
[opt-in & opt-out mechanisms]
to meet your **KPIs!**



GDPR rule: “Chinese walls”

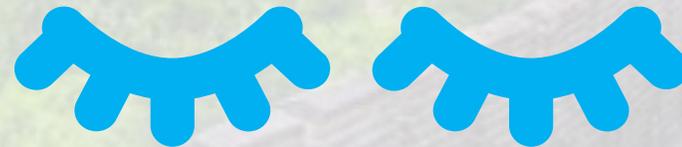
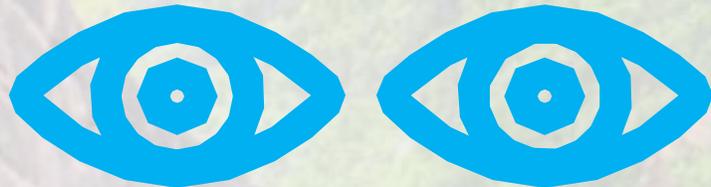
... “Big Warehouses” require different “lockers” for each set of data depending on the purpose they are used for

Manage your access rights

Sales

V.

Marketing



*All new legal
provisions
converge in ONE
requirement:
TRANSPARENCY*



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The puzzle effect

*Detailed processes & complex flows across different channels:
An omnichannel customer service requires omnichannel teams*

Never forget to include your legal advisor to bring the pieces together!



Purpose Limitation
+
Data Minimization
+
Data Accuracy
=
Collection of *useful* data

Optimize data collection & process mechanisms across different channels to achieve your omnichannel strategy: reach your KPIs through proper data management





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Thank you for your attention!

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