

GDPR – behaviour change opportunity or nightmare?

Who we are

Established by the Department of Health in 2006, The NSMC is a centre of excellence for social marketing and behaviour change.

Our Mission

To maximise the effectiveness of behaviour change programmes.

A social enterprise since April 2012, we have worked for over 50 organisations across the world through provision of strategic analysis, behavioural insight research, independent evaluation and capability building.



The customer triangle – showing the customer is at the focus of all social marketing projects



What we work on

– client's behavioural challenges



Deliver better services with less funding

How can we still have impact with less resource?

International development

How do we prove that funded programmes have had an impact

Wellbeing and prevention programmes in communities

How can we affect behaviour change at a local level?

Closing the gaps via prevention programmes

How do we reduce the burden on the NHS by creating more effective behaviour change programmes?

We need to create more effective programmes

What skills do staff need to develop effective behaviour change programmes?

Digital transformation

How will people adapt to, and change, their behaviour with new technology?

How do we **evidence** that digital services are delivering change?

Increasing service uptake

How can we recruit and retain service users?

Nightmare or opportunity

‘Data protection isn’t just good practice and a legal obligation.

It can also offer an opportunity to get on top of data storage as well as a chance to reconnect with customers and clients, establishing consumer trust in the process.

It can deliver competitive advantage and 74% of respondents believe organizations that properly apply data protection laws will attract new customers’

Mcafee Beyond the GDPR Regulation Oct 17



GDPR behaviours and audiences

- Collecting data
- Storing data
- Categorise/Analysing data
- Procurement
- Using data
- Responding to individual's rights
- Data breach response
- Consent and transparency



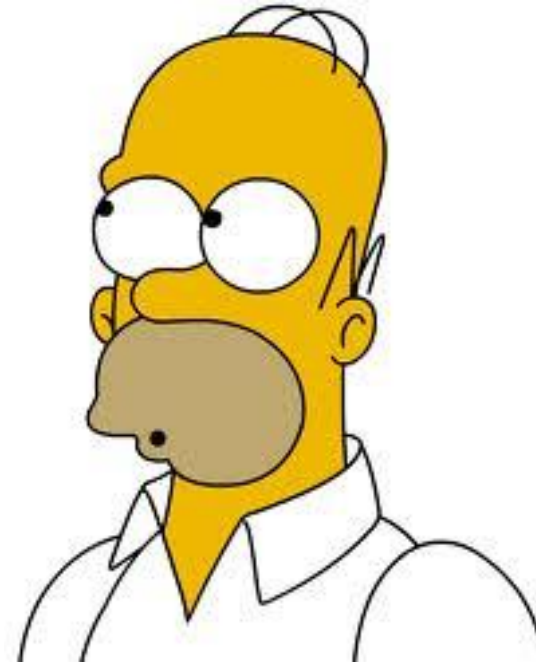
Behavioural insights: system 1 or 2



Medicare!



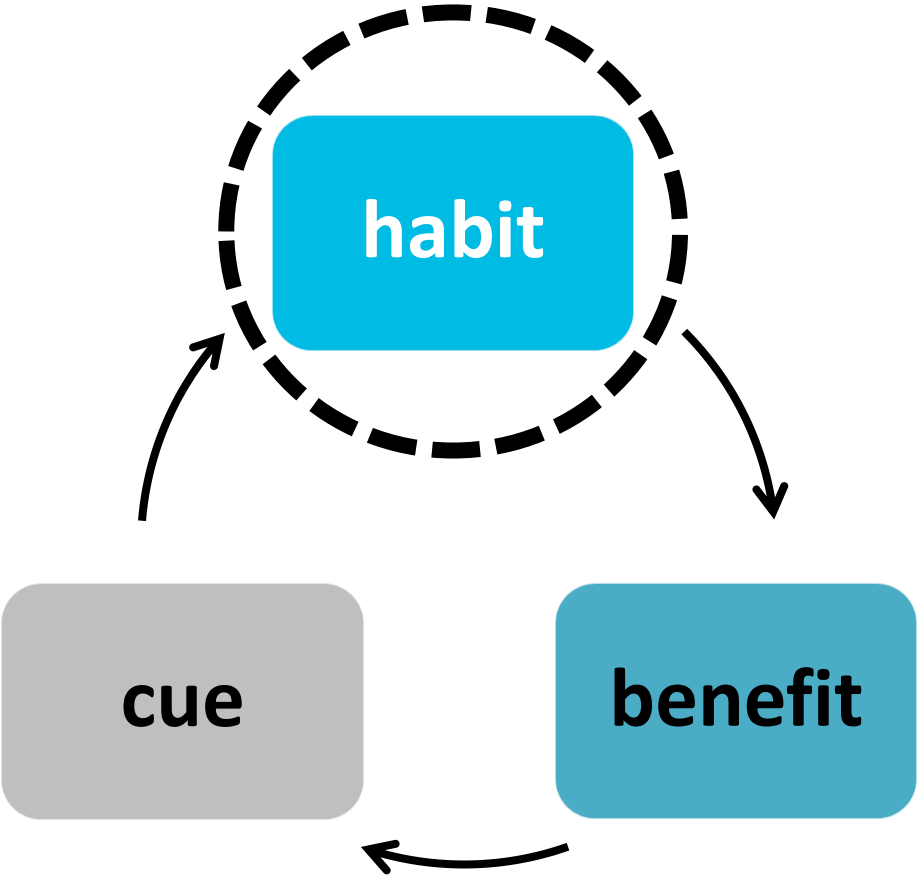
Donuts!



Brushing your teeth



Habit theory



Individual insights/concepts



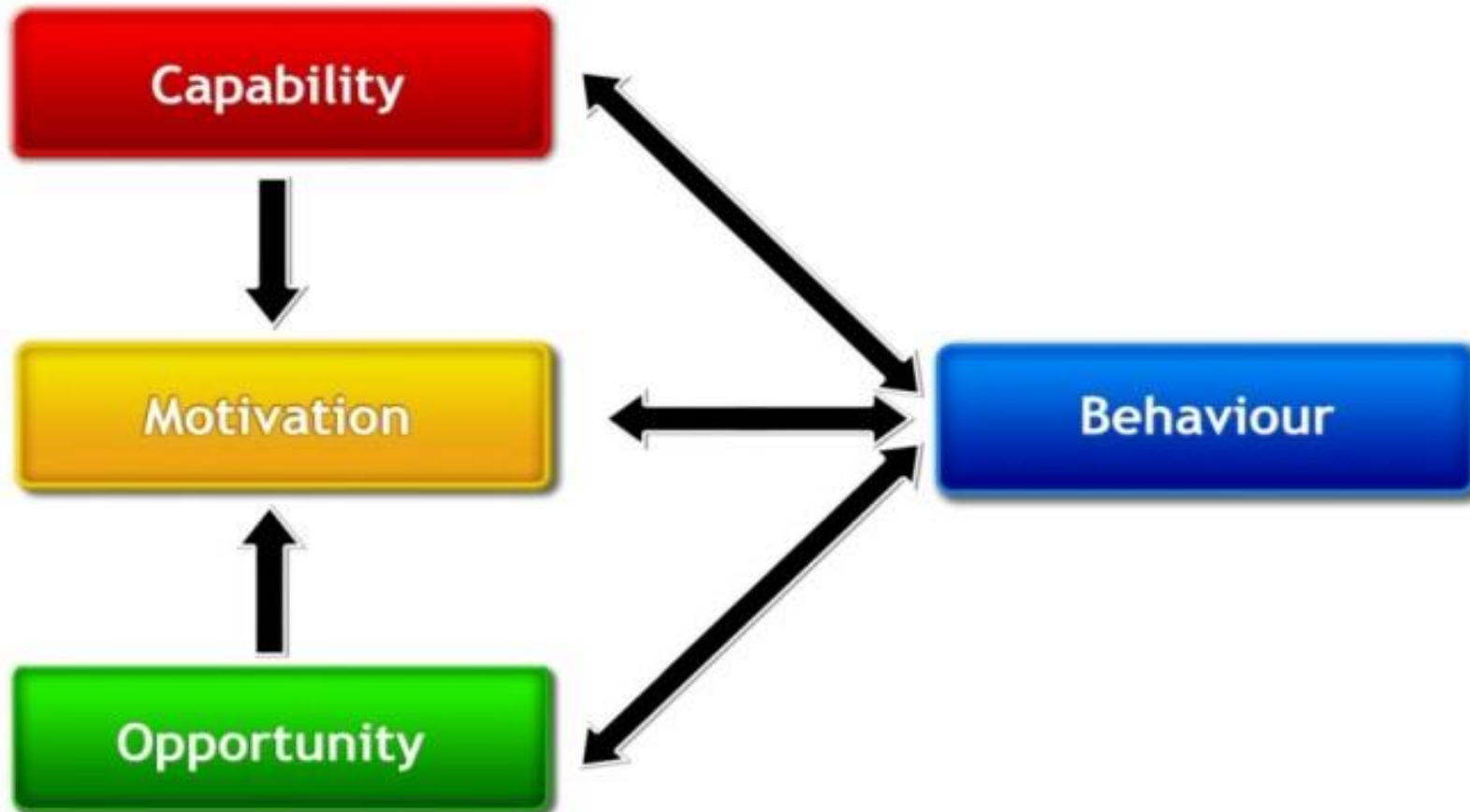
Surprise	Hyperbolic Discounting	Social Learning	Priming
Placebo Effect	Decoupling	Procrastination	Availability
Impact Bias	Long-Tailed Risk	Social Identity / norms	Habit
Anticipation of Reward	Simplification	Band Wagon Effect	Anchoring
Optimism Bias	Intertemporal Choice	Business Norms	Intuition
Messenger	Planning Fallacy	Key Influencers	Hindsight Bias
Loss Aversion	Attention Collapse	Identity	Reciprocity
Status quo bias	Hedonic Framing	Cognitive Load	Gaming
Sunk Costs	Defaults	Regret	Choice Bracketing
Certainty Bias	Altruism	Social Proof	Mental Accounting
Ambiguity Effect	Salience	Commitment effect	Information Avoidance
Endowment Effect	Inequity Aversion	Diagnostic Bias	Representativeness
Participatory Effect	Teachable moment	Cognitive Dissonance	Over-Extrapolation
Actor-Observer Bias	Omission Bias	Attribution Error	Framing

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Conscious process



Nightmare or opportunity



‘If you’re a marketer you need to start thinking about GDPR as the biggest single opportunity to improve marketing performance in decades’

WARC

