Ruth Cheesley

# Who owns your customer data: Open source, digital sovereignty and your marketing stack

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# Why should you care about who owns your customer data?

# What is digital sovereignty?

Digital Sovereignty is the idea that people and nations should have the right and ability to **control their own digital destinies** without being dictated to by technology providers. It encompasses both digital governance and data sovereignty.

# What about digital governance?

The regulation and control of operations, policies and infrastructure associated with an organisation or country.

# What about data sovereignty?

Where the rubber meets the road: where your data lives, and which laws apply to it as a result of its physical locations.

# Why should you care:
# The regulatory perspective

# Why should you care:
# The human perspective

# Why should you care:
# The business perspective

# Where to start?

# Assess your risks,
# Explore your options,
# Plan for change.

Where does your data go?
What countries?
Are you happy with that?

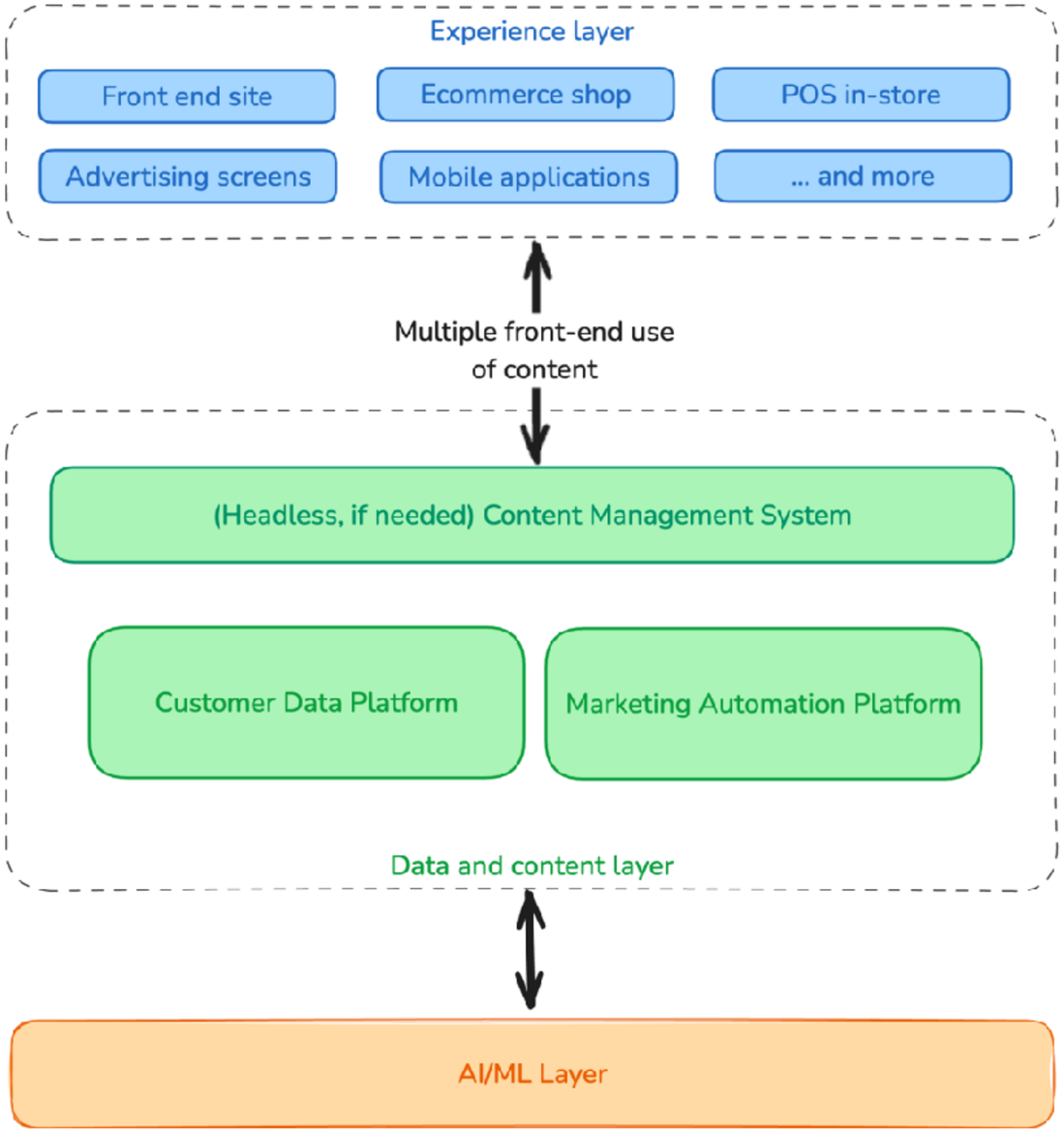
Self-host your stack,
Create your own cloud,
Sovereign SaaS providers.

# Why do you capture the data?
# Are you actually using it?

# Privacy by default marketing: Only capture what's purposefully used.

# True ownership:
# Could you export everything and move to another system?

It’s time marketers demand:
Full transparency,
Full access.




Inspired by Dropsolid's DXP structure

# Introducing the Open DXP model.

- Fully integrated via API / integrations between tools
- Fully extendable
- Avoid vendor lock-in - fully control every part of your marketing stack
- DIY or work with a sovereign cloud SaaS provider who respect digital sovereignty

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## What questions can I answer?

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