



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

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You're building
scalable, secure and
sovereign digital
fortresses for your
clients.



Are you leaving the
back gate open,
undermining your hard
work?



Are your clients'
marketing tools
compromising their
sovereignty?



Entry through
convenience, the
slippery slope for
marketers.



Data accumulation and dependency keeps organisations locked into their vendors.



Extraction and control
by the vendor is soon to
follow.



Why should you care about who owns the marketing 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 data sovereignty?

Control over the data that an organisation generates, including where it's stored, who can access it, and how it can be used.



Why should you care: The regulatory perspective



A close-up photograph of two people holding hands. The person on the left is wearing a blue denim jacket and jeans. The person on the right is wearing a denim jacket with vertical rainbow-colored stripes (red, orange, yellow, green) and a dark skirt. The background is a soft, out-of-focus outdoor setting. A semi-transparent dark blue overlay covers the left side of the image, where the text is placed.

Why should you care: The human perspective

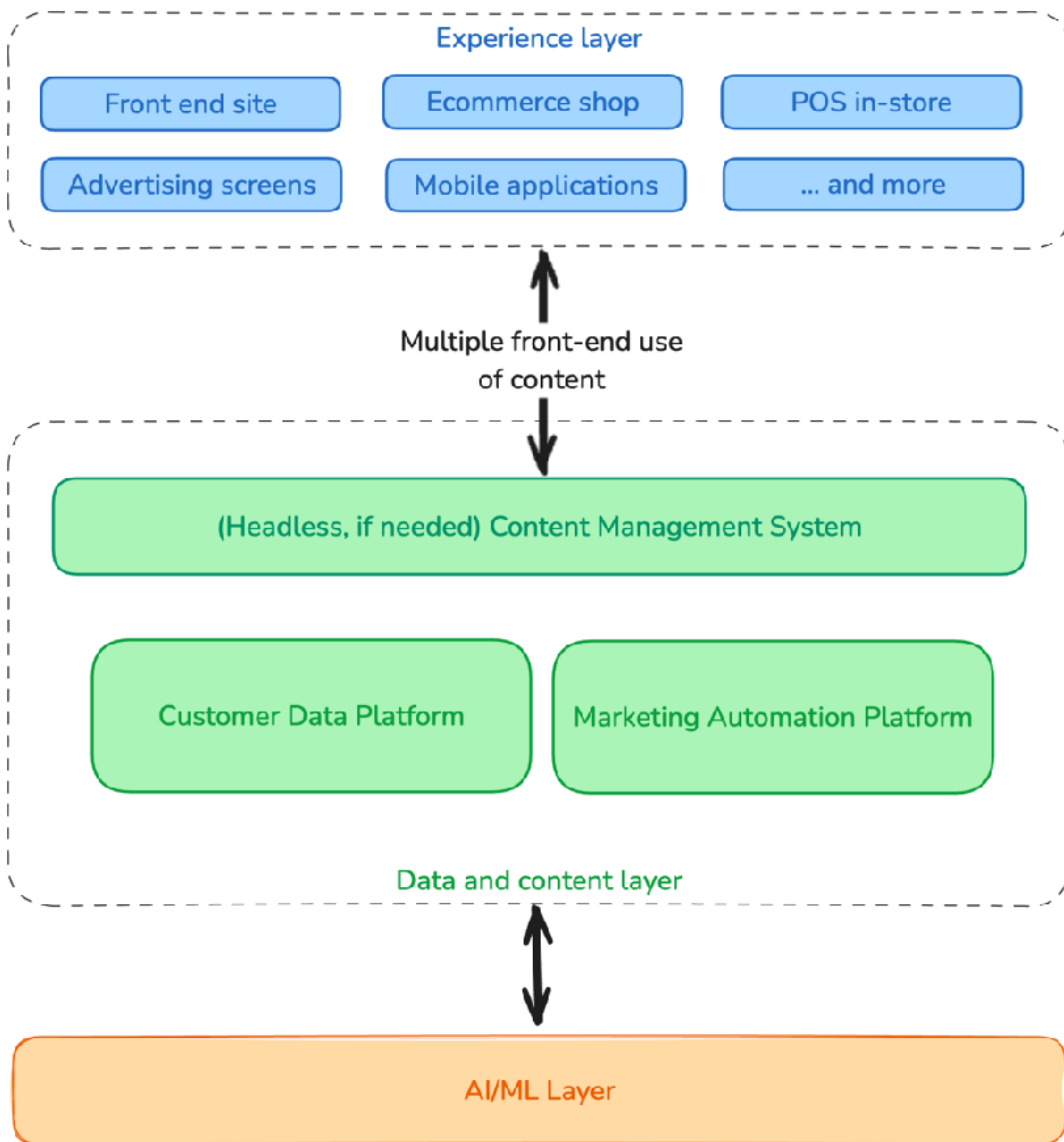


Why should you care: The business perspective



There's a solution we
can offer to this
problem.





Inspired by Dropsolid's DXP structure

Introducing the Open DXP model.

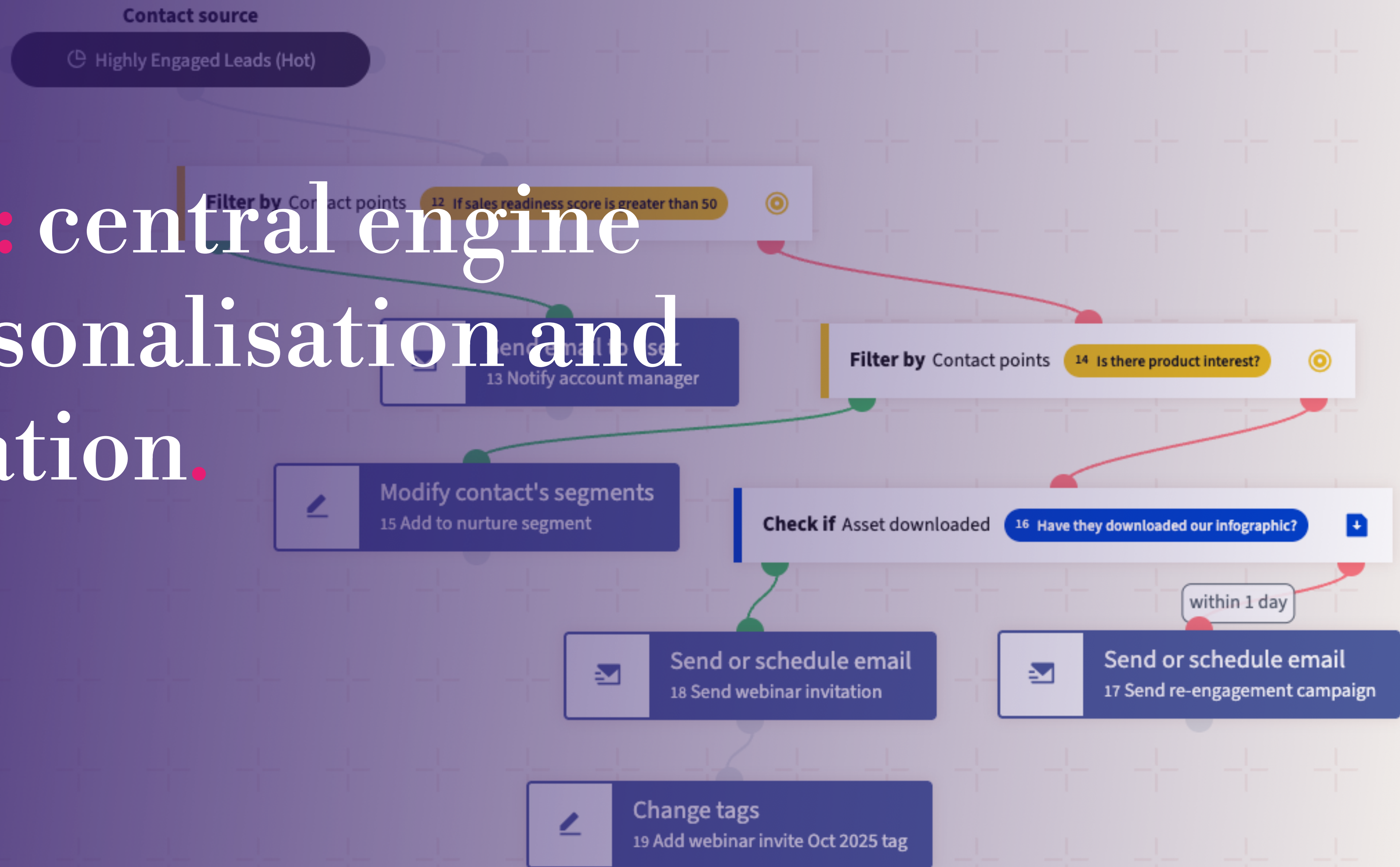
- Fully integrated via API / integrations between tools
- Fully extendable
- Avoid vendor lock-in - fully control every part of your marketing stack
- DIY or work with a sovereign cloud SaaS provider who respect digital sovereignty



TYP03: front-end interface and content repository.



Mautic: central engine for personalisation and automation.



How does it all work together?



Observe: Capture **activity and engagement** throughout the contact's journey across your digital channels via tracking script, emails, form submissions.

Create **segments** based on behaviour, engagement, demographics and more.



Learn: Use **points, stages and campaigns** to identify valuable contacts based on your organisation's goals.

Use **engagement and conversion metrics** to understand and optimise for stages in the buying cycle.



Engage: **automate your marketing tasks** using lead nurturing workflows, personalised emails, and tailoring the web experience with dynamic content.

Improve business intelligence by alerting the sales team about hot leads, or informing support about at-risk accounts.



Benefits to agencies
of offering more
than 'just' a website:



Extended, fully
integrated service
offering.



Long-term client
relations with
recurring revenue.



Differentiation
amongst the crowd;
forward thinking.



Aligned with your core
values of open source
and sovereignty.



Benefits to
organisations of
developing a
sovereign
marketing stack:



True ownership and
control over your
customer data.



Unlock innovation and
customisation to meet
the needs of your
organisation.



A woman with curly hair is shown in profile, looking down at a laptop. The image has a blue and purple color grade. Overlaid on the image are various digital elements: a network of glowing blue and red lines, a hexagonal grid pattern, and several out-of-focus light spots in the background. The text 'Future-proof your technology and skills across the organisation.' is written in a white serif font on the left side of the image.

Future-proof your
technology and skills
across the
organisation.



Improve cost control
and predictability of
expenditure.



Where to start?



A woman with glasses and a white shirt is shown in profile, working on a laptop. She is in a server room, with server racks visible in the background. The image has a blue tint.

Assess, plan,
partner, provide.

<https://mau.tc/ss> - Sovereignty Spectrum assessment tool



With your help we
can empower
marketers with:

Full transparency,
Full access,
Across the full stack.



Want to learn about Mautic?

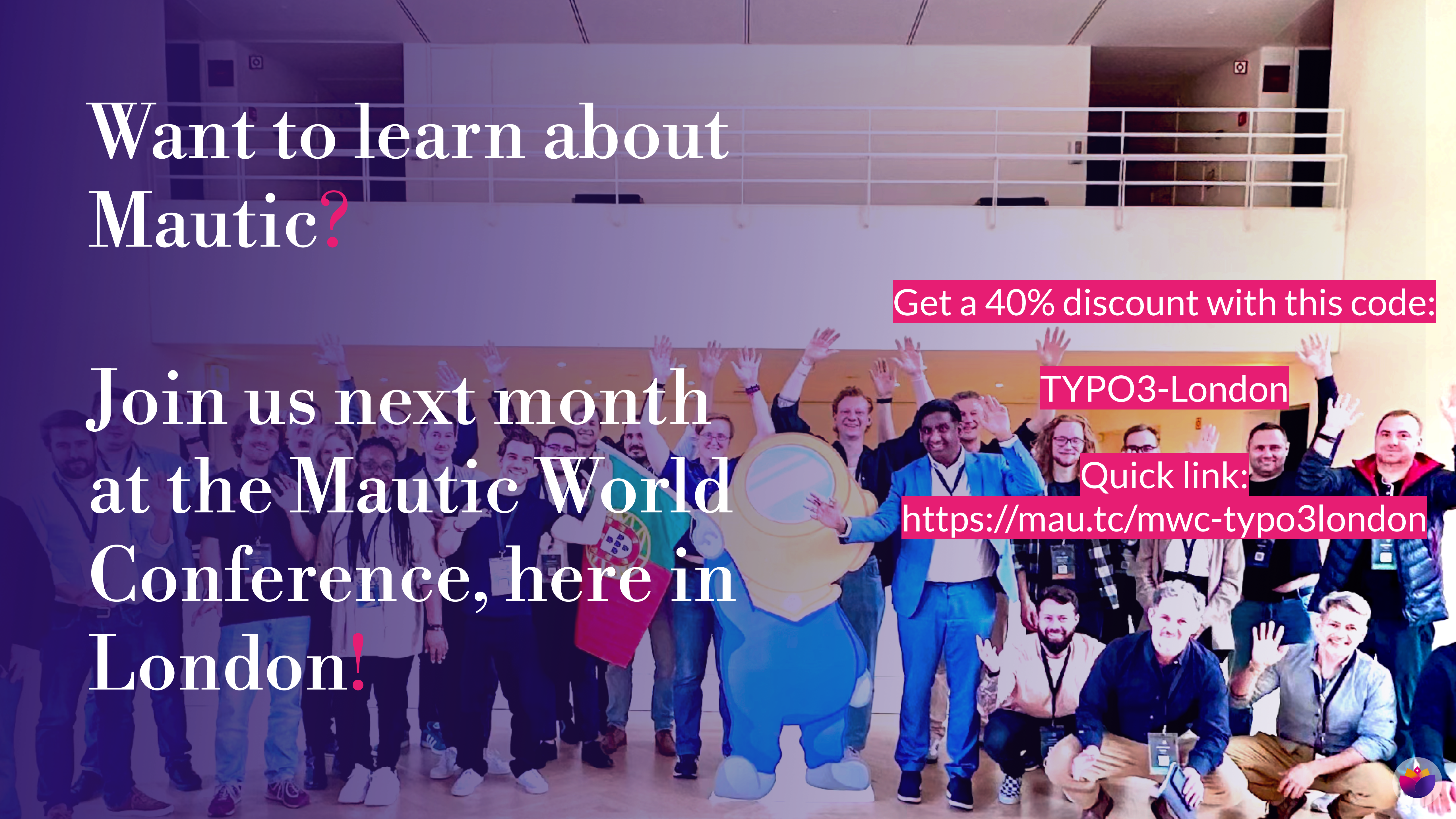
Join us next month at the Mautic World Conference, here in London!

Get a 40% discount with this code:

TYPO3-London

Quick link:

<https://mau.tc/mwc-typo3london>





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What questions can I answer?

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