

# IMPROVE *your business*

With ASE GDPR compliance

ASE

Driving Profitability

## ASE PROVIDES THE KEY TO GDPR COMPLIANCE WHILST DRIVING BUSINESS IMPROVEMENT

The New General Data Protection Regulation will be the strictest data protection law ever introduced. Coming into effect on May 25 2018, GDPR will have a significant impact on how businesses collect and manage personal data.

ASE's position as a leading global automotive industry service provider puts us in a unique position to deliver a range of services, guidance and benefits to help you navigate through GDPR.

Whilst GDPR is generally perceived to be a threat, ASE views it as an opportunity to improve customer engagement and retailer processes. Successful implementation will require a culture change in the dealership providing the opportunity to put the customer at the centre of everything.

### ASE Service Benefits

- Clear guidelines in automotive language
- Translation of legal guidance into practical automotive implementation
- Automotive specific GDPR toolbox containing practical implementation solutions
- Dedicated helpdesk to support and answer queries
- Retailer process improvement to place the customer at the heart of the business
- Commercial advice on how to navigate GDPR, advising on what you can do as well as what you can't

**THE DEADLINE IS LOOMING, DON'T WAIT.  
TAKE ACTION WITH YOUR DATA NOW.**



The graphic features a teal circle with a white padlock icon at the top. Below it, the text 'ASE GDPR Services' is displayed in white and teal. Further down, a white checkmark icon is next to the text 'ASE Compliance Check Service', followed by 'Assessment and appropriate implementation guidance'. At the bottom, a white briefcase icon is next to the text 'ASE GDPR Toolbox', followed by 'Best practice templates and toolbox providing guidance & implementation plan'.

For more information on how ASE can take the pressure off and navigate you through GDPR, contact:

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Driving profitability across the global automotive industry