RISK RESISTORS AND OPPORTUNITY OBTAINERS: THE POWER OF AGILE DIGITAL POLICY
OUR VISIONS OF PERFECTION...
...ARE DISRUPTED BY THE ENTERPRISE.
Inconsistent branding
Unpredictable navigation
Multiple content platforms
Reinvention of content
Delayed publishing
REGARDLESS OF CHANNEL
76% LOCALIZED WEBSITES HAVE

- Inconsistent branding
- Unpredictable navigation
- Multiple content platforms
- Reinvention of content
- Delayed publishing

Source: QualityZ Online Survey
82% GLOBAL WEBSITES

- Inconsistent translation
- Lack of localization
- Uneven content prioritization
- Inaccessible information

Source: QualityZ Online Survey
68% DIGITAL CHANNELS

- Broken user journeys
- Unreliable information
- Brand degradation
- Regulatory & legal risks

Source: QualityZ Online Survey
TYPICAL CULPRITS

- Missing digital policies
- Subject experts scattered across the enterprise
- Outdated policy development processes don’t apply to digital
WHAT ARE DIGITAL POLICIES?
DIGITAL POLICY

Statement of beliefs, goals, and objectives in order to comply with laws, manage risk, or capture opportunity.

1) Sets direction
2) Explains what must/must not be done
3) Legal/regulatory and opportunistic
4) Small in number
DIGITAL POLICY: LEGAL & REGULATORY

Guidance to ensure that everyone working in digital is aware of and take steps to comply with relevant laws and regulations.

1) Accessibility (WCAG/W3C)
2) Children's Online Privacy Protection
3) Data (Privacy/Breach/Localization)
4) Digital Records Management (eDiscovery)
5) Email Marketing (CASL/SPAM)
6) Language and Content Localization
DIGITAL POLICY: OPPORTUNISTIC

Guidance to optimize digital, incorporate lessons learned, and/or develop a competitive advantage.

1) Analytics and Metrics Collection
2) Appropriate Content/Prohibited Content
3) Branding
4) Use and Display of Organization's Logo, Division Logos
5) Classification Protection Statutes
6) Cloud Assurance
7) Mandatory Content (by channel)
8) Performance Measurement and Reporting
9) Plain Language
10) Search Optimization (SEO, voice search)
11) Social Media Usage (official + personal)
12) Third Party Risk Management
EXERCISE:
WHICH DIGITAL POLICIES DO YOU HAVE?
TYPICAL DIGITAL POLICY CREATION
GETTING DIGITAL POLICIES DONE THE AGILE WAY
WHERE ARE THE DIGITAL POLICY AUTHORS?

<table>
<thead>
<tr>
<th>Legal</th>
</tr>
</thead>
<tbody>
<tr>
<td>Regulatory Compliance</td>
</tr>
<tr>
<td>IT</td>
</tr>
<tr>
<td>Human Resources</td>
</tr>
<tr>
<td>Security</td>
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<tr>
<td>Marketing</td>
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<tr>
<td>Communications &amp; PR</td>
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<tr>
<td>Finance</td>
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<tr>
<td>Procurement</td>
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<tr>
<td>Business Units</td>
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</tbody>
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DISCUSSION

WHO ARE YOUR DIGITAL POLICY AUTHORS?
THE 5-DAY APPROACH

DAY 1
PRIORITY AND SCOPE

DAY 2-4
POLICY CREATION

DAY 5
ASSESSMENT AND WRAP-UP

5 DIGITAL POLICY IN DAYS
BEFORE YOU BEGIN

AUTHORITY

MANDATE

ACCESS
DAY 1: PRIORITIZE & SCOPE

- What you’re doing
- Who will do it
# EXAMPLE SCHEDULE: DAYS 2 - 4

<table>
<thead>
<tr>
<th>Session</th>
<th>Time</th>
<th>Topic</th>
<th>Participants</th>
</tr>
</thead>
<tbody>
<tr>
<td>#1</td>
<td>8:30a-10a</td>
<td>Accessibility</td>
<td>Marketing, communications, legal, IT</td>
</tr>
<tr>
<td>#2</td>
<td>10:30a-12p</td>
<td>Records Management</td>
<td>Marketing, communications, compliance, legal, IT</td>
</tr>
<tr>
<td>#3</td>
<td>12:30p-2p</td>
<td>Hosting</td>
<td>Marketing, IT, legal, procurement</td>
</tr>
<tr>
<td>#4</td>
<td>2:30p-4p</td>
<td>Third Party Management</td>
<td>Marketing, IT, legal, compliance, procurement</td>
</tr>
<tr>
<td>#5</td>
<td>4:30p-6p</td>
<td>Analytics &amp; Metrics</td>
<td>Marketing, IT, finance</td>
</tr>
</tbody>
</table>
DAYS 2-4: DIGITAL POLICY CREATION

- Identify & overcome obstacles
- Build consensus
- Look for gaps
DIGITAL POLICY COMPONENETS

• Policy Name
• Requirement
• Rationale
• Related Standards
• Effective Date
• Review Date
• Points of Contact
• Metrics
Branding Policy

Requirement
We manage the brand and image of the Company through compliance to corporate identity regulations, visual language, photographic style, creative concepts, and our brand’s tone of voice. Therefore all websites (including portals, applications, marketing campaigns, and announcements) must be branded as Company property. All Company websites must display our:
- Logo
- Page layout
- Navigation
- Color scheme
- Metadata/SEO keywords
- Accessibility
- Copyright
- Privacy policy and disclaimer

Guidance on accomplishing brand compliance is available in related standards.

Rationale
We depend on our brand identity to achieve a consistent and appropriate brand image for positioning the Company as a pre-eminent supplier of innovative automotive products. By creating on-brand website content, our prospects and clients see the Company as a partner that cares about them.

Related Standards
- Company logo

Effective Date
July 1, 2019

Review Date
July 1, 2020

Points of Contact
Web Operations Team

Metrics
- Validate compliance with this policy through related standards compliance.
- Report quarterly to Director of Marketing on websites that are out of compliance.
DAY 5: ASSESSMENT & WRAP UP

- Review high-priority policies
- Establish the next set