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Kentico Continues to Grow its GDPR Knowledge

New white paper and eBook among growing list of educational materials CMS vendor has brought together to put customers on path to GDPR compliance

Bedford, New Hampshire, US, March 28, 2018—[Kentico Software](#), a fast-growing provider of Content Management Systems (CMS) with offices in Europe, Asia Pacific, and North America, continues to add to its industry-leading array of GDPR information and services for customers. Its library of offerings, designed to help clients achieve GDPR compliance, now includes nearly 50 articles, documentation, eBooks, videos, and white papers.

This week, the company added two high profile items to its list of GDPR informational assets: [“The GDPR Challenge”](#) - A white paper for novices, those brand new to GDPR. This paper brings readers up to speed on the challenges and opportunities for roles associated with content management and digital experience; and [“GDPR, Your CMS, and You”](#) – This eBook is a handy guide with actionable steps necessary to place GDPR compliance at the heart of your technology stack. Readers of this eBook will know how to track GDPR consents for easier compliance; the steps to undertake to determine if you are bound by GDPR; GDPR compliance implementation; how to map your data flow successfully; and more.

GDPR Just Two Months from Taking Effect

[The General Data Protection Regulation or GDPR](#) takes effect in just a couple of months—on May 25, 2018, to be exact. Hailed as the most important change in data privacy regulation in 20 years, it puts in place a number of data protection methodologies. It's intended to ensure the privacy of EU citizens and carries with it severe penalties for companies that don't follow its guidelines. Penalties for non-compliance include fines of up to €20M or four percent of a company's annual revenue. Fines apply not just to businesses based in the EU, but to any business that is targeting customers in the EU, regardless of where the business is based.

Kentico has gone to great lengths to become a thought leader on GDPR and to ensure that users of its content marketing platform have the issue well in hand. Beyond the white paper and eBook introduced this week, here is a list of GDPR informational assets that the company has put in place to support customers so far:

I. BLOG ARTICLES

- [“6 Things You Need to Know about Anti-spam Law and Opt-Ins”](#)
- [“9 Things You Need to Know about Anti-spam Law and Opt-Outs”](#)
- [“Email Marketing Consents in Kentico 11”](#)
- [“GDPR: 4 Questions to Ask Your CMS Vendor”](#)
- [“GDPR: Just Another Regulation, Right?”](#)
- [“GDPR: Who's Responsible for Data in the Client-Agency Relationship?”](#)
- [“GDPR: Who's Responsible for Data Security and Breach Notifications in the Client-Agency Relationship?”](#)
- [“GDPR: Who's Responsible for the Right to be Forgotten in the Client-Agency Relationship?”](#)
- [“GDPR and Existing Contacts in Email Marketing in Kentico 11”](#)
- [“GDPR and non-EU Companies – A Deeper Dive”](#)
- [“Kentico and non-EU Companies – Where is the Line Drawn?”](#)
- [“GDPR and You – An Introduction – Part 1”](#)
- [“GDPR and You – An Introduction – Part 2”](#)
- [“GDPR's Right to Access in Kentico 11”](#)
- [“GDPR – the Right to Portability”](#)
- [“GDPR – the Story So Far”](#)
- [“It's Time to Go with the \(Data\) Flow”](#)
- [“Kentico 11 EMS and GDPR – the Science of Compliance”](#)
- [“Kentico 11– Features You May Have Missed”](#)
- [“Mastering GDPR Macros in Kentico 11”](#)
- [“Tracking GDPR Consents in Kentico 11”](#)

II. DOCUMENTATION

- [“Configuring Kentico for GDPR”](#)
- [“Implementing personal data collection”](#)

III. MAGAZINE ARTICLES

- [“GDPR and the Hotel Sector: What You Need to Know Today.”](#) by Wayne Jasek, Kentico’s Director of APAC
- [“Is Your CMS GDPR Ready?”](#) by Kentico’s VP of Product, Karol Jarkovsky
- [“Hotels and Customer Data: A Right to be Forgotten.”](#) by Wayne Jasek, Kentico’s Director of APAC
- [“I’m a Developer and General Data Protection Regulation \(GDPR\) is no big deal. Or is it?”](#) by Bryan Soltis, Technical Evangelist at Kentico
- [“The GDPR Will Fundamentally Change Marketing.”](#) by Jim Panagas, Kentico’s Director of PR & Analyst Relations, based on an interview with Tim Walters, Ph.D., Principal Strategist and Privacy Lead at [The Content Advisory](#)

IV. SOFTWARE APP

- [GDPR Data Protection App](#) – Addressing issues such as data flow, consents, right to access, right to be forgotten, and data portability

V. YOUTUBE VIDEOS

- [“GDPR’s Right to Access in Kentico 11”](#)
- [“Get your Business GDPR Ready.”](#) with Tim Walters, Ph.D., Principal Strategist and Privacy Lead at [The Content Advisory](#); recorded at Kentico’s GDPR event in London
- [“Kentico and GDPR.”](#) by Kentico Product Owner David Komarek; delivered at Kentico’s GDPR informational event in London
- [“Tackling GDPR with Kentico 11 EMS”](#) with Bart Omlo, Kentico’s Director of Sales for EMEA/LATAM, and David Komarek, Product Owner
- [“Tracking GDPR Explicit Content in Kentico 11”](#)

VI. WHITE PAPERS AND EBOOKS

- [“The GDPR Challenge for Content Management”](#) – White paper by Tim Walters Ph.D., Principal Strategist and Privacy Lead at [The Content Advisory](#)

“Kentico has made a tremendous investment in order to become a thought leader on GDPR as it pertains to the CMS market,” commented Petr Palas, Founder and CEO. “We have immersed ourselves in this EU legislation from the start and modified our CMS platform to accommodate GDPR accordingly.” He continued, “Kentico has amassed a considerable amount of knowledge on the subject and is now in a position to help customers around the globe bring their marketing operations into GDPR compliance.”

Kentico

Kentico Software was launched with one vision in mind—to build exceptional digital platforms that allow clients to connect with their customers, surpass their business goals, and achieve digital marketing and e-commerce success. The product line includes [Kentico EMS](#), the all-in-one CMS, E-commerce, and Online Marketing platform, and [Kentico Cloud](#), the comprehensive cloud-first headless CMS and digital experience platform.

Kentico EMS’s rich selection of out-of-the-box web parts, easy customizations, and open API quickly gets websites operational. The all-in-one platform combines a full set of integrated solutions, including Online Marketing, E-commerce, Online Communities, and Intranet and Collaboration. Kentico EMS allows you to manage contacts and campaigns, track the customer journey, provide global e-commerce functionality, and measure and analyze the results to create and manage customer experiences easily in a dynamic business environment.

Kentico Cloud is the cloud-first headless CMS and digital experience platform. Users can manage structured content for multichannel delivery, use the API-first CMS to display that content on any website or device, and track visitor interactions to personalize the digital experience.

Kentico has 1,000 digital solution partners and powers 25,000 websites across 100 countries. Founded in 2004, Kentico is a Microsoft Gold Certified Partner headquartered in the Czech Republic with offices in the US, UK, Netherlands, and Australia. Customers include Gibson, Twinings, Ingram Micro, Mazda, Kingspan, Hunter Fan, Segway, and Allergan.

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