

UNIP Paulista University

Multidisciplinary Integrated Project IV

Higher Education Course in Marketing Technology

THE DIGITAL MARKETING SUCCESS STRATEGIES OF THE NATIONAL ASSOCIATION OF PROFESSIONALS DATA PRIVACY (APDADOS.ORG)

AS ESTRATÉGIAS DE SUCESSO DO MARKETING DIGITAL DA ASSOCIAÇÃO NACIONAL DOS PROFISSIONAIS DE PRIVACIDADE DE DADOS (APDADOS.ORG)

LAS ESTRATEGIAS EXITOSAS DEL MARKETING DIGITAL DE LA ASOCIACIÓN NACIONAL DE PROFESIONALES DE PRIVACIDAD DE DATOS (APDADOS.ORG)

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São Paulo

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Integrated Multidisciplinary Project of the Higher Education Course in Marketing Technology presented to Universidade Paulista – UNIP.

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Approved on:

October 23, 2023 – UNIP Campus Tatuapé

EXAMINING BOARD

_____/__/___

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DEDICATION

We dedicate this project to our advisor and course coordinator Prof. Dr. Angela Rizzo (UNIP Marquês) and to the coordinator Prof. Me. Fabio Brandão (UNIP Tatuapé) for the notes and suggestions that were fundamental for the production of this work and to our families for their support and patience throughout the course.

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We thank God first for the following work, for the opportunity to learn and empower ourselves academically and personally in dealing with setbacks and enjoying congratulations.

To the teachers, who throughout the course trained us to execute and plan marketing services, and to our family and friends, for their support in difficult times and for their words and attitudes of encouragement and motivation on our tireless journey towards knowledge.

“The goal of marketing (including digital marketing) is to know and understand the consumer so well that the product or service fits them and sells itself."

Peter Drucker

ABSTRACT
This paper aims to conduct a study on an association, as a civil society entity, which, between 2019 and 2020, became the largest organization to bring together professionals linked to the new General Data Protection Law (LGPD) in Brazil: the National Association of Data Privacy Professionals (APDADOS). Through a strong positioning on social media, APDADOS went from being unknown to occupying a relevant position, winning a seat on the National Data Protection Council (CNPD) for the 2021 to 2023 term — an advisory body to the National Data Protection Authority (ANPD) —, with its representative appointed directly by the President of the Republic of Brazil. The methodology adopted involved field, documentary, electronic and bibliographic research, enabling the survey of public documents that record the governance and marketing actions used by the institution, in addition to the direct collection of data from APDADOS employees, carried out exclusively for the preparation of this project. As a result, this study presents the strategies adopted by APDADOS that contributed to its success and offers an academic contribution by proposing that the marketing model used can serve as a reference for other associations.

KEYWORDS: Business Marketing. Associations. LGPD. APDADOS. Innovation. Digital Marketing. Digital Presence.

RESUMO
Este trabalho tem por objetivo realizar um estudo sobre uma associação, enquanto entidade da sociedade civil, que, entre os anos de 2019 e 2020, tornou-se a maior organização a reunir profissionais vinculados à nova Lei Geral de Proteção de Dados Pessoais (LGPD) do Brasil: a Associação Nacional dos Profissionais de Privacidade de Dados (APDADOS). Por meio de um forte posicionamento nas redes sociais, a APDADOS passou de desconhecida a ocupar uma posição relevante, conquistando uma cadeira no Conselho Nacional de Proteção de Dados (CNPD) para o mandato de 2021 a 2023 — órgão consultivo da Autoridade Nacional de Proteção de Dados (ANPD) —, com seu representante nomeado diretamente pelo Presidente da República do Brasil. A metodologia adotada envolveu pesquisas de campo, documental, eletrônica e bibliográfica, possibilitando o levantamento de documentos públicos que registram as ações de governança e marketing utilizadas pela instituição, além da coleta direta de dados junto a colaboradores da APDADOS, realizada exclusivamente para a elaboração deste projeto. Como resultado, o presente estudo apresenta as estratégias adotadas pela APDADOS que contribuíram para o seu sucesso e oferece uma contribuição acadêmica ao propor que o modelo de marketing utilizado possa servir como referência para outras associações.

PALAVRAS-CHAVE: Marketing empresarial. Associações. LGPD. APDADOS. Inovação. Marketing Digital. Presença Digital.

RESUMEN
Este trabajo tiene como objetivo realizar un estudio sobre una asociación, en tanto entidad de la sociedad civil, que entre los años 2019 y 2020 se convirtió en la mayor organización en reunir profesionales vinculados a la nueva Ley General de Protección de Datos Personales (LGPD) de Brasil: la Asociación Nacional de Profesionales de Privacidad de Datos (APDADOS). A través de un fuerte posicionamiento en las redes sociales, APDADOS pasó de ser desconocida a ocupar una posición relevante, logrando un asiento en el Consejo Nacional de Protección de Datos (CNPD) para el mandato de 2021 a 2023 — órgano consultivo de la Autoridad Nacional de Protección de Datos (ANPD) —, con su representante nombrado directamente por el Presidente de la República de Brasil. La metodología adoptada incluyó investigación de campo, documental, electrónica y bibliográfica, permitiendo el levantamiento de documentos públicos que registran las acciones de gobernanza y marketing utilizadas por la institución, además de la recolección directa de datos con colaboradores de APDADOS, realizada exclusivamente para la elaboración de este proyecto. Como resultado, el presente estudio presenta las estrategias adoptadas por APDADOS que contribuyeron a su éxito y ofrece una contribución académica al proponer que el modelo de marketing utilizado pueda servir como referencia para otras asociaciones.

PALABRAS CLAVE: Marketing empresarial. Asociaciones. LGPD. APDADOS. Innovación. Marketing digital. Presencia Digital.

Acronym Lists

LGPD: General Personal Data Protection Law
ANPD: National Data Protection Authority
CNPD: National Data Protection Council
APDADOS: National Association of Data Privacy Professionals
PR: Presidency of the Republic

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1. INTRODUCTION

Created in July 2019, the National Association of Data Privacy Professionals originated as a union of data protection students faced with conflicting aspects of the general law on personal data protection, which had just emerged. Led by Professor Davis Alves, a university professor and trainer of LGPD specialist professionals, he presented the points in the law that needed corrections and motivated the students to become the founding members of the association.

The relevance of data privacy has increased dramatically in recent years. This topic has come to the fore in the wake of scandals involving social media companies allegedly selling personal data to other marketing companies, including the case of former Secretary of Defense Hilary Clinton's emails, among others. This has generated serious opinions in some countries about information security and has resulted in the creation of strict laws in this regard. A good example is the GDPR, which is the European regulation on personal data privacy, which serves as a model for the Brazilian LGPD - General Law for the Protection of Personal Data authorized in 2018, approved by President Michel Temer (PMDB) on December 1, 2018, with full force from 2020. The two overlapping laws are for companies to adapt, which must refer to areas such as IT/information security and legislation; for this they offer on request a specialist responsible for the privacy of personal data, the Data Security Officer in Brazil, known worldwide as DPO - Data Protection Officer.

In the midst of this, some information security professionals and lawyers are beginning to observe this new area of activity, however, unlike lawyers, IT professionals do not have an organization that brings together experts in the sector. DPO. Back in 2019, before the arrival of ANPD – National Data Protection Authority, there was a debate in Brazil about whether the image of the person in charge would be suitable only for lawyers or IT professionals. Then, in June 2019, MP 869/2018 added the term “legal-regulatory” to the text as a prerequisite for knowledge for a specialist to perform the role of DPO. Taking this into consideration, more questions were raised and such a decision would only benefit the legal class. In view of this movement, several academic executives and enthusiasts who were part of the technical committees in Brasília signaled that it was time for IT professionals to have an institution focused on topics: privacy and data privacy. At the time, a group of university executives were looking for names who could launch a nationally visionary project like this, without political/partisan bias and after researching the market, they selected Dr. Davis Alves to preside over an initiative. Davis Alves is an IT specialist, PhD in the United States, specialized in information security with several international certifications, in addition to being one of the first DPOs in Brazil to work abroad, he has professionals trained as the first Brazilian Data Protection Officer.

During the first half of 2019, Dr. Davis Alves took up the challenge and began to gather people interested in the topic, thanks to his own students from the Privacy and Security Practice course. Protect EXIN Data from the Training Portal as enthusiasts and potential DPOs who joined as founding members to form APDADOS - Brazilian Association of Data Privacy Rights Professionals. After the first meeting with the founding members, Dr. Davis Alves sought out big names in the IT field to join the 'APDADOS' steering committee, including:

- Umberto Correia, Executive DPO of IT Governance and Information Security of one of the largest organizations in Brazil for the position of Vice President;

- André Masili, DPO and Founder of Grupo Linx/SA for General Secretary; APDADOS was founded with the mission of bringing together the best Data Protection Professionals - DPOs in Brazil, promoting scientific/technical knowledge on the subject and bringing together professionals for contributions that subsidize decision-making in the National Congress engages the LGPD, supporting them in technical issues without partisan and political ends.

Here, through this information obtained from the institution's own website, we can see the first critical success factor for good marketing; the choice of professionals already established in the market with excellent resumes, a need (pain), which appeared as an opportunity for the association, joining the classroom, which favored the union of minds with the same purpose.

1.1. General Objectives

Present the successful model adopted through marketing techniques adopted by the National Association of Data Privacy Professionals (APDADOS) in Brazil.

1.2. Specific Objectives

In line with the general objective, this work proposes the following specific objectives:

a) Present the Organizational Structure of the Institution
b) Present APDADOS Social Networks and adoption order
c) Present the impact figures obtained on APDADOS' social networks after three years of activity
d) Analyze the case in connection with the disciplines of the Higher Education Marketing Course at Universidade Paulista

1.3. Problem Question

As a central problem, this research aims to answer the following question: **"What marketing actions were adopted by an association of experts capable of making it a reference in the sector?"**

2. LITERATURE REVIEW

To better understand the topics covered in this research, it is important to define the following contexts:

2.1. Business Marketing

Marketing for Brazil in 1954, through the School of Business Administration of the Getúlio Vargas Foundation, in São Paulo, where it is known in the business market and used by entrepreneurs,

not always precisely, as an advertising tool. In the 1980s, marketing techniques focused only on pricing products. However, retailers began to realize that selling at the lowest price was more profitable and began to invest in promotional sales and advertising. Over the years, companies realized that low prices are no longer a determining factor in sales and that sales depend on many other factors.
Marketing “is a social process by which individuals and groups obtain what they need and want by creating, providing, and freely exchanging products and services of value with others” (Kotler, 2000, p. 30)

This achievement is currently due to the fact that modern society is living in the information age, a fundamental element for business success and adaptation to the market, not only in the sense of obtaining and accumulating information, but also in knowing how to interpret and use it appropriately and creatively. Thus, Marketing can be seen as “the art of discovering opportunities, developing them and profiting from them” (Kotler, 2000, p. 24). In Brazil, there are few entrepreneurs of micro and small businesses who give importance to business communication. These small business owners have a completely wrong concept regarding the use of communication tools, including advertising. Therefore, there is a need to strengthen knowledge in communication and marketing within organizations.

Competition has grown and with the advancement of technology, consumers are becoming more critical and demanding. The market has to deal with constant changes and companies need to adapt to these changes in order to stay alive. For this reason, marketing is a tool that, when combined with any company, helps in the process of these adaptations quickly and effectively, as it is responsible for defining target markets, identifying and quantifying customer needs, through the communication of products and services offered to all customers. Marketing also monitors customer satisfaction and the results achieved by the company, in addition to being a tool that helps the company avoid making mistakes, among other essential processes.

To avoid mistakes and manage marketing efficiently, it is essential that the company carries out strategic planning. The essence of a company's strategic marketing planning is to understand its market situation. After analyzing the market situation and identifying the problems, threats and opportunities that the company faces, the planning of marketing actions begins.

2.2. Associations

To be called an association, an organization must present the following basic characteristics:

a) meeting of two or more people to achieve common goals — this is the basic principle of associations that involves the formation of a group with convergent interests. The union between individuals in pursuit of a collective goal characterizes the association as a private law entity (Santiago, 2021);

b) assets constituted by contributions from members, donations, subsidies, etc. — the assets of associations are built from various sources that guarantee their patrimonial autonomy and capacity to act (Popp; Parodi, 2012);

c) the purposes can be changed by the members — the flexibility of institutional objectives is a prerogative of associations, whose members freely deliberate on their purposes (Lopez; Barone, 2013);

d) members make decisions freely — autonomy in deliberation is guaranteed by associative law, granting freedom in decision-making without direct state interference (Santiago, 2021).

e) they are private and not public law entities — associations are recognized as private law entities, unlike foundations or public entities, with administrative and patrimonial autonomy (Popp; Parodi, 2012). In general, these organizations do not have economic activity as their main objective, but defend the interests of a group that has found the best solution to certain problems through joint efforts. They have, among others, the following purposes:

- Philanthropic;
- Religious;
- Provide social and cultural assistance;
- Act in defense of the rights of individuals or specific classes of workers and/or businesspeople;
- Defend the environment;
- Act as service clubs;

2.3. Social Networks

For Tomaél (2005), information and knowledge are present in all spheres and areas, are considered essential from both an academic and professional point of view and, when transformed by the actions of individuals, become valued skills, generating social and economic benefits that stimulate development and are also fundamental resources for the formation and maintenance of social networks.

The network configuration is unique to human beings. They form groups with their peers and establish relationships of work, friendship, and ultimately relationships of interest that develop and change according to their trajectory. Thus, the individual outlines and expands their network according to their insertion in social reality.

Concepts of “networks” have been formulated in different disciplines based on metaphors that refer to interrelations, linked associations, interactions, non-hierarchical links, all involving communication relationships and/or information exchange and cultural or intercultural exchanges.

3. METHODOLOGY

The methodology used was through research: applied field, documentary, electronic and bibliographic, where it was possible to find public documents that present the governance and marketing actions used by the institution, in addition to data collected directly from collaborators of the National Association of Data Privacy Professionals (APDADOS) exclusively for the preparation of this project.

3.1. Search Type

This research is characterized by an *exploratory nature,* where according to Gil (2008), exploratory research tends to be more flexible in its planning, as it aims to observe and understand the most varied aspects related to the phenomenon studied by the researcher.

3.2. Data Collection Method

As a data collection method, this research used the *CASE STUDY by Typicality,* focuses on analyzing an atypical situation in which it stood out in comparison with similar agents. (Gil, 2008). The Case Study uses: a) Documentary Analysis, b) Interviews, and c) Direct Observation. These three sources of evidence were used throughout this work through documents obtained from the APDADOS website, interviews conducted with collaborator Michel Souza, assistant to the respective institution's steering committee, and direct observation of the public interactions that associates carry out daily on APDADOS' social networks, after their marketing actions.

4. PRESENTATION AND ANALYSIS OF RESULTS

The “National Association of Data Privacy Professionals”, also simply called APDADOS, is a non-profit association that brings together Data Protection Professionals in Brazil in compliance with the General Data Protection Law - LGPD No. 13,709/2018, of unlimited duration, which will be governed by Statute and by articles 53 to 61 of the Brazilian Civil Code and other legislation in force.

APDADOS has the following objectives, all non-economic:

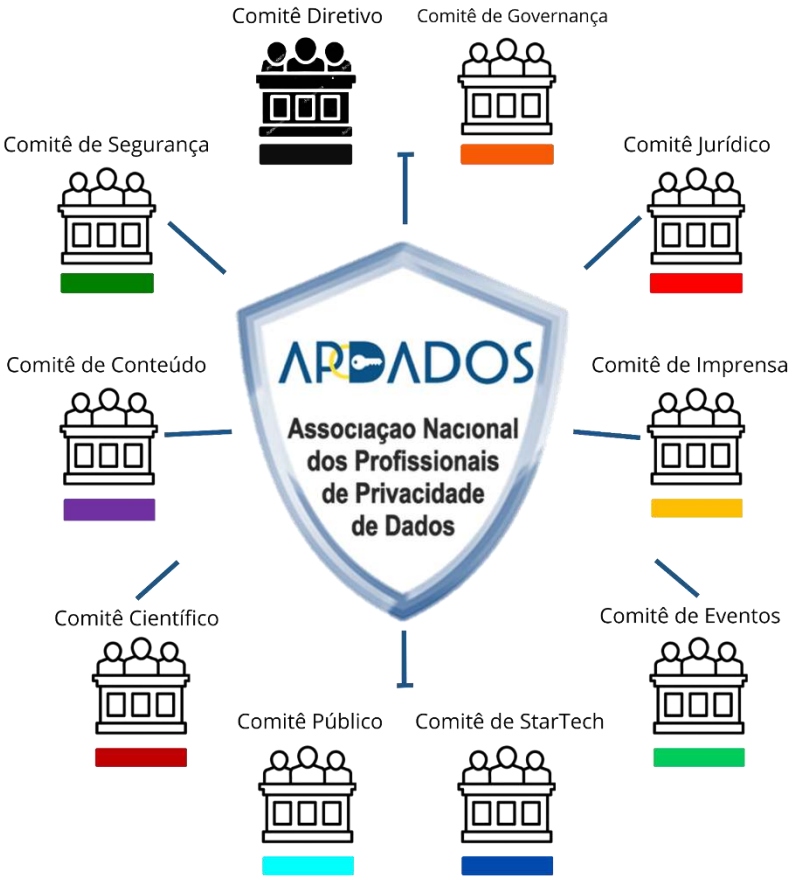
a) promote the integration of members, in order to provide them with greater protection and appreciation in the exercise of their activities;
b) bring together data privacy professionals to share information regarding the General Personal Data Protection Law;
c) collaborate with government agencies in the preparation, protection, and execution of programs related to the development of sectors directly or indirectly related to the activities carried out by the Associates;
d) promote exchange and technical and institutional cooperation between members, as well as between these and similar organizations, in the country or abroad;
e) strengthen the data protection and information technology industry by stimulating the technological development of the sector;
f) promote seminars, conferences, lectures, meetings, courses and other events of interest to members, managing the resources arising from such activities in the execution of APDADOS' objectives.

4.1. The Organizational Structure of APDADOS

Within the scope of Administration, the institution has 9 committees that govern the organization and functioning of APDADOS, namely: Steering Committee, Governance Committee, Security Committee, Legal Committee, Scientific Committee, Governance Committee, Content Committee,

Press Committee, Events Committee, Startech Committee and Public Committee, as shown in Figure 1 below:

Figure 1 – APDADOS Committees



Source: APDADOS (2022)

Steering Committee: Group of data privacy professionals who created the APDADOS project and are responsible for managing the entity, consisting of the President, Vice-President, Secretary, First and Second Treasurers. They meet monthly to make decisions involving the entire National Association of Data Privacy Professionals.

Governance Committee: The Governance Committee aims to promote studies related to the impacts on governance, risks and compliance, as well as to favor the development of standards, best practices, methodologies, norms and framework models capable of meeting the requirements of Art.50 of the LGPD. It brings together professionals selected by the ANPD - National Data Protection Authority and other LGPD regulatory bodies.

Security Committee: Formed by IT professionals or students who work or study in the area of information security. This committee provides technical advice to companies and information security professionals, provides support to associated security professionals, generates content on the subject, provides technical support to the content and scientific committee, and generates content specifically in the area of information security. To participate, you must be approved by this committee.

Legal Committee: This Committee aims to bring together professionals interested in researching, studying and debating legislation and bills related to technology, digital law in general and,

especially, data protection and privacy; to promote lectures, seminars, symposiums and conferences on the aforementioned subjects, as a way of sharing experiences and academic knowledge and practices; to produce booklets, articles and campaigns to share knowledge. To be part of this committee, the member must have a bachelor's degree in Law, have certifications in the area of information security, and fill out the form and the respective authorization.

Scientific Committee: This committee publishes scientific articles on Data Security and Privacy, creates new scientific theories, studies new cases and creates technical opinions of the association in scientific channels. The members of this committee must be masters, doctors or strictu-sensu students (masters or doctoral students) and must have their entry approved by this committee.

Content Committee: This committee creates content: articles, lectures, courses endorsed by APDADOS. They can sign as a member of APDADOS content. To participate in this committee, the person must have any certification in the area of information security and data privacy and must follow their area of expertise and must have their entry approved by this committee.

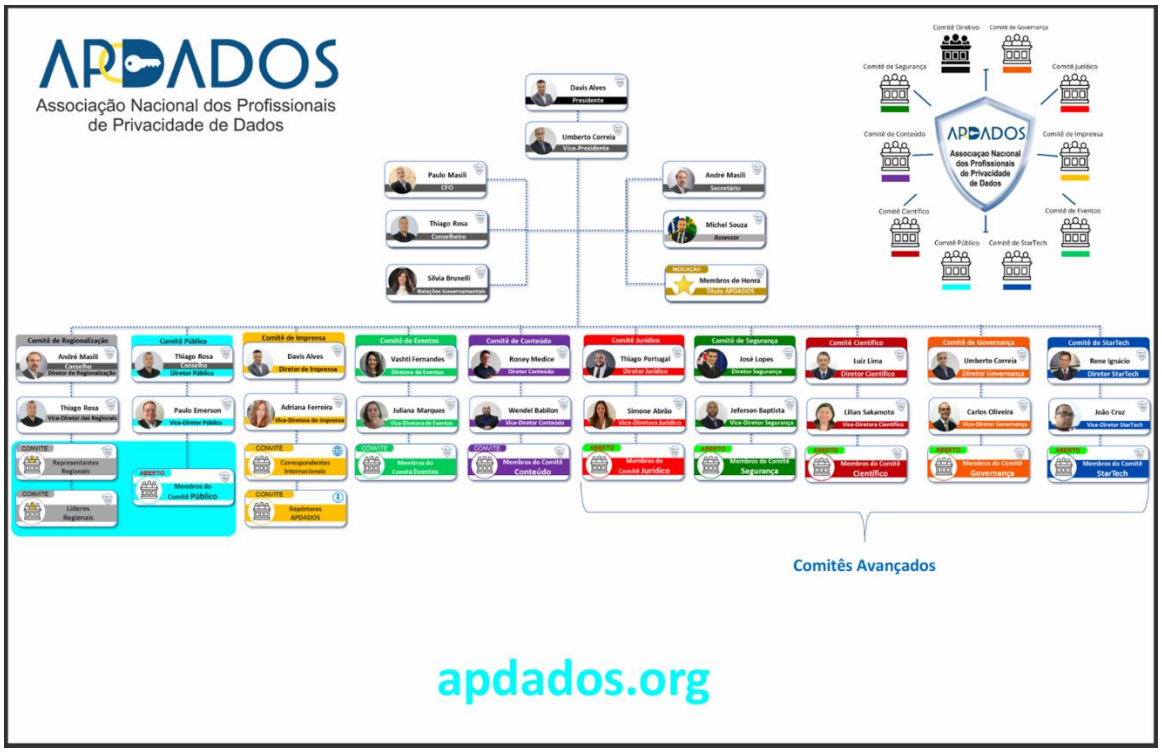
Press Committee: This is the association's spokesperson for all news about Data Security and Privacy and its professionals, as well as the law itself and its amendments or proposed amendments. This committee will respond to these demands when the association needs to issue a note, give an interview and give an opinion. This committee is also responsible for responding and providing support on the association's social media channels. It is made up of members who must have their entry approved by this committee.

Events Committee: This committee creates and organizes all of the association's events, both within the association and in partnership with other entities. To participate, members must have their entry approved by this committee.

Public Committee: This is the entry committee for new members of APDADOS. It is intended for beginners, students and evangelists in data privacy. It also includes the "Collaborators Group", dedicated to sponsors, entrepreneurs and members selected by the board to multiply APDADOS' actions regionally. They will be included in the membership list, will have access to member benefits and may join if approved by any of the other committees.

The respective committees are structured and presented as shown in Figure 2 below:

Figure 2 – APDADOS Organization Chart



Source: APDADOS (2022)

4.2. APDADOS Mission, Vision and Values

APDADOS's positioning prioritizes bringing together data privacy professionals, favoring the exchange between Data Protection Officers (DPOs) working in Brazil and others in several countries. The institution also collaborates with the production of technical-scientific knowledge.

As a “Mission”, APDADOS has: “To promote the unity of Data Privacy professionals so that their interests are met within the Brazilian scenario, encouraging initiatives that also benefit the class.”

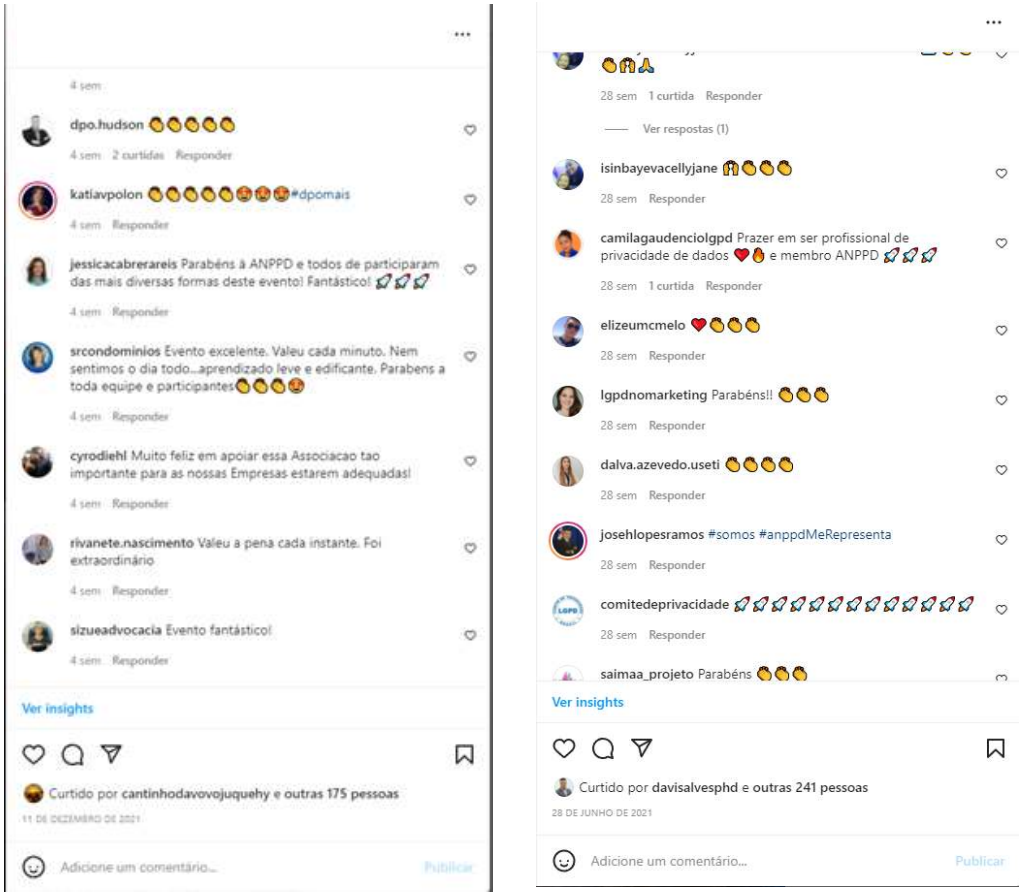
As for the “Vision”, the institution focuses on: a) “Being the “voice” of Data Privacy academics and professionals before Brazilian society.” b) Encouraging understanding and discussion about Data Privacy, the law and the role of data privacy agents. c) Acting on conflicting matters of the law seeking its improvement.

Regarding “Values”, the association discloses: a) Promotion of data privacy practices based on scientific knowledge; b) Contribution with technical opinions; c) Political-partisan and philosophical independence; d) Being an active voice on the international stage for the exchange of knowledge in data protection.

4.3. Member Feedback on Social Media

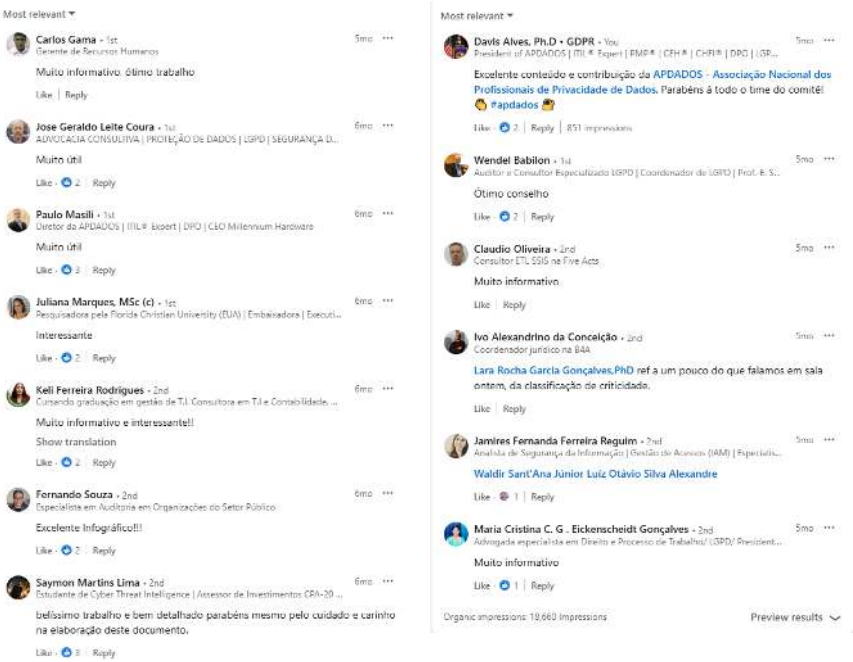
Continuous improvement should be one of the pillars guiding the marketing strategies of every company. The association provides frequent *feedback* to its members, and this communication is widely perceived through interactions on social media, as shown in Figures 3 and 4 below:

Figure 3 – APDADOS Members' Interactions on Instagram



Source: APDADOS (2022)

Figure 4 – APDADOS Members' Interactions on LinkedIn



Source: APDADOS (2022)

4.4. Analysis from the perspective of Economy and Market

As it is a non-profit association, APDADOS is maintained monthly with the amount invested by members who pay an annual amount that varies from R$480.00 to R$1,500.00 to obtain benefits as Data Privacy Professionals. For the same reason of profit, the association does not have employees, only service providers, and also relies on a large part of the volunteer workforce.

4.5. Advantages and Differentiators of APDADOS

APDADOS has over 12,000 members listed on its website, which is available for consultation. For this reason, being a member of this association gives the associate a relevant status in the professional environment, since it is part of the largest association on the subject in Brazil and Latin America, and also the second largest in the world. There are several advantages to being an active member of the association, one of which is having an active voice within the data privacy professionals market. Several companies throughout Brazil today require the applicant to be an APDADOS member for vacancies in order to fill positions for Data Privacy Professionals. At national and international events, it is also possible for a member to be a speaker, gaining authority on the subject in addition to creating excellent networking opportunities.

4.6. APPDADOS in Numbers

APDADOS continues to grow and attract a large audience on the main social networks, consolidating itself as the largest national reference in privacy and data protection. On LinkedIn, it already has 50,000 followers, which shows the trust of professionals and organizations in the association's content and initiatives. On Instagram, with 21,300 followers, interaction is constant,

bringing the privacy and data community even closer to APDADOS's day-to-day activities. YouTube has 6,360 subscribers, a space where relevant content, interviews and debates essential to the sector are shared. On Twitter, it has 1,360 followers following in real time the main updates and reflections on the world of data protection. The active presence on different platforms shows that APDADOS is where the public is, increasingly expanding its voice and its impact in Brazil and the world.

4.7. Analysis from the perspective of Applied Mathematics

As a very comprehensive national scale, state regional offices were created to be responsible for disseminating the LGPD culture throughout each state. With more than 12,000 members, APDADOS has become the largest association on the subject in Brazil and Latin America and also the second largest in the world. All regional offices have: Representatives, Vice Representatives, Coordinators and Assistants appointed by the President of APDADOS.

4.8. Analysis from the Business Communication perspective

Communication with all members is done through emails and notes that are posted on social media, as well as through communication channels (WhatsApp and Telegram). To reach more members, the communication strategy used is to publicize APDADOS through influential people such as university professors and also senior executives who can disseminate the association's initiative.

APDADOS investors are well-focused on the privacy market and have the biggest say in events that have an excellent audience that could become consumers. Negotiations are conducted by the association's sales department, which presents the numbers achieved and the results generated through these major actions promoted by the entity. Today (2022), APDADOS has several attractive projects for investors/sponsors, such as: Accredited Schools, Software Approval, National Congress of Data Privacy Professionals, LGPD Connect, and EXPO LGPD.

To achieve its objectives and defend the interests of DPOs, APDADOS uses its contacts with influential people in the Federal Senate who also support the LGPD cause and accept to be the voice of the association in Brasília. There are also “Honorary Members” who are professionals who stand out in the market for their knowledge and work. Some of these are:

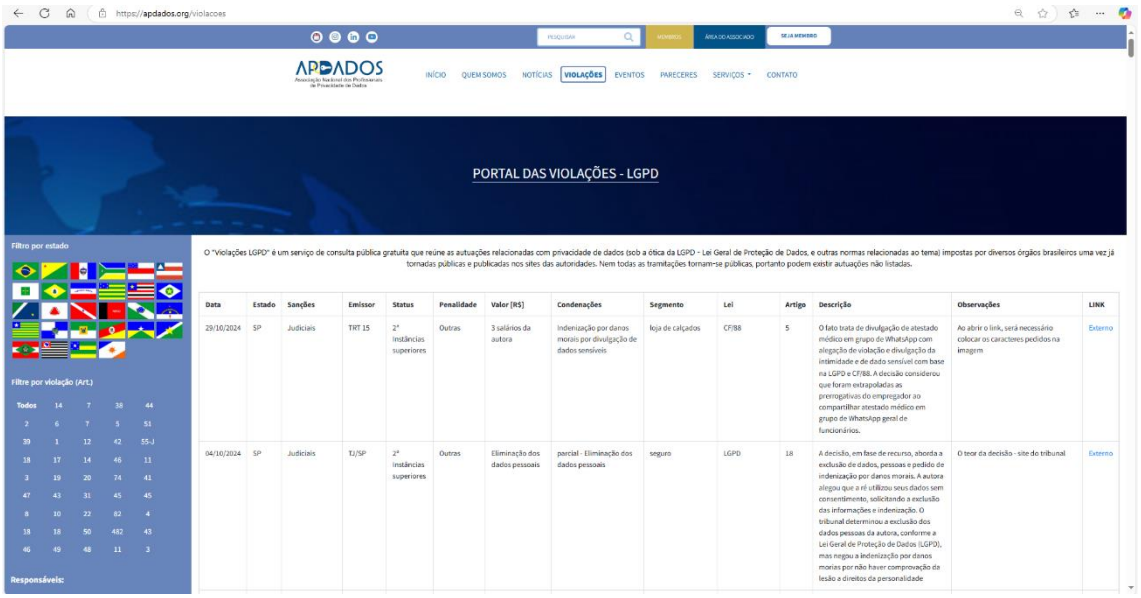
- Davis Alves, Ph. D (Doctor, Appointed by the President of the Republic to compose the CNPD – National Data Protection Council, trained more than 4500 DPOs in Brazil, being one of the first to be trained in the country)
- Patrícia Peck, Ph. D (Considered one of the most influential lawyers specialized in digital law, Author of best sellers on the subject, Consultant and pioneer in data privacy in Brazil, Appointed by the President of the Republic to compose the CNPD – National Data Protection Council, Honorary Member of APDADOS)
- Minister Augusto Nardes of TCU (Ambassador of the Governança Brasil Network - RGB, Structurer of Governance compliance for municipalities and states in Brazil, a national project)

4.9. Analysis from the perspective of Entrepreneurship, Creativity and Innovation

With a bimonthly frequency of innovation, the institution promotes the development of products and services for both its members and Brazilian society. Among these, the following stand out:

Violations Portal – LGPD: The LGPD Violations Portal was created to provide public information in real time on violations related to data privacy, with more in-depth details such as: Data, State, Sanctions, Issuer, Status, Penalty, Amount, Convictions, Segment, Law, Article, Description, Observations and Link to the complete violation with filters by State and Article violated. The portal is based on the GDPR Enforcement newsletter. Tracker (based on European Data Protection Law).

Figure 5 – APDADOS Violations Portal



Source: APDADOS (2022)

Software Approval: The APDADOS Software Approval Program is a process developed by the Scientific Committee, internationally recognized in the following scientific journals: “KES - Knowledge-Based and Intelligent Information & Engineering Systems: Elsevier's Procedia Computer Science Open Access Journal, Science Direct; Web of Science, Scopus”. This process verifies, through evidence generated by the software, the company's adherence to LGPD, GDPR, ISO-27001, ISO-27701 and other indicators. After the entire process, the tool receives the APDADOS Gold, APDADOS Silver or APDADOS Bronze ENDORSEMENT/Seal, depending on the verified result. This seal is delivered together with the Approval Certificate, remotely or in person at the headquarters of the company that owns the tool. Evidence of compliance is subject to public verification at the Software House and registered with APDADOS, respecting all industrial secrets. The APDADOS Homologation Program is led by masters and doctors specializing in LGPD/GDPR and uses Scientific methodologies: Design

Science Research (Hevner *et al.* 2007) and case study (Gil, 2008), being divided into 3 audit phases: a) Document Analysis, b) Interviews and c) Direct Observation (Gil, 2008).

Regarding Material Resources and Assets, the name APDADOS - National Association of Data Privacy Professionals is registered and patented, even with the regional offices, today only the association's headquarters is physical, located in SP.

Regarding Machinery, APDADOS has basic office items: Computers, Chairs, Tables, etc.

5. FINAL CONSIDERATIONS

At the end of this work, it is concluded that the National Association of Data Privacy Professionals presents unique and relevant numbers for the Brazilian scenario, which places the institution in the spotlight on the national scene as the largest association that brings together privacy professionals in Brazil.

Throughout this study, it was noted that the association made extensive use of social networks, starting with: LinkedIn, followed by Instagram, expanded to Facebook, and maintained by Twitter, although the latter is not as up-to-date as the others.

Also, as a marketing strategy, the association uses strategic hashtags in each post, in addition to tagging some key members in the posts to give notoriety to the posts and allow them to share them, in addition to also being visible to the followers of the respective members. In line with this digital marketing strategy, the association also has a standard in the description of the posts, which makes a huge difference in increasing the reach. Finally, it is noted that at the end of the posts the association also uses generic hashtags, which makes it easier for people who are not followers of the institution's social networks to find them.

However, one of the association's most impactful marketing strategies was the selection of big names already known in the market to form the steering committee, most of whom were academics and influencers in the data protection sector.

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