

# The GDPR Won't Wipe Out All the Data

**ARTICLE** | **MAY 23, 2018**

**eMarketer Editors**

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As Europe's new privacy regulations come into force, we consider the impact on data—the lifeblood of many modern companies. Thomas Walle, CEO of location data platform Unacast, joins eMarketer analysts Lauren Fisher and Yory Wurmser to discuss how the GDPR will affect location data.

Topics covered in the conversation:

- How marketers need to push for transparency with location data in order to properly assess the value of that data.
- How the location data landscape will likely change as GDPR goes into effect—and Walle predicts a significant amount of location data will go away, as publishers opt out of collecting it.
- Why that should mean good things for the quality of location data in the long run.

## **More from "Behind the Numbers"**

Today's episode is the fourth in a weeklong series about the GDPR.

In the [first episode](#), we look at the implications of the new rules for consumers.

In the [second episode](#), we discuss how publishers are responding to the GDPR.

In the [third episode](#), we take a longer view, considering the implications of the new rules in the coming years.

## More on the GDPR

**Article:** [When it comes to the types of data that users want deleted after the EU's General Data Protection Regulation \(GDPR\) goes live, identification information stands out from the crowd.](#)

**Article:** [Americans may not be widely familiar with Europe's looming GDPR regulations, but they say they would like regulators to take similar steps in the US.](#)

**eMarketer Webinar:** In April, eMarketer analyst Lauren Fisher appeared on eMarketer LIVE to discuss GDPR and lay out the basics of compliance. [Click here to watch the presentation.](#) (Registration required. eMarketer PRO subscribers, [click here to bypass registration.](#))