

**Subject:** QNT Weekly: Everything You Need to Know About GDPR; Create a Better Customer Journey

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Everything you need to know about the [General Data Protection Regulation \(GDPR\)](#). Also in this issue of *QNT Weekly*: create a [better customer journey](#); recent crashes increase drivers' [distrust in self-driving vehicles](#); [Amazon permanently bans customers](#) who make too many returns; Uber [disabled emergency braking and warning system](#) in fatal autonomous vehicle crash; and how the Internet of Things ([IoT](#)) is [bringing visibility to the supply chain](#).



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### What Is GDPR? Everything You Need to Know About Europe's New Data Law

*CNNMoney.com*

A revolution in how organizations handle your personal information is happening. The GDPR comes into effect across the European Union today, [introducing much tougher rules on data privacy](#).

Any organization that holds or uses data on people inside the European Union is subject to the new rules, regardless of where it is based. Organization may not have any direct relationship with Europe and still be subject to the new laws.

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### A Better Way to Leverage Data for the Customer Journey

*Forbes.com*

[Virtually every customer journey can be distilled into four classic elements:](#)

awareness, search, evaluation and commitment. The paths differ, the touchpoints differ and individual journeys are shaded with all the erratic, incongruous and inconsistent behavior consumers consistently demonstrate. From the staggering amount of customer journey data collected, what have we learned so far?

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### Distrust in Self-Driving Cars on the Rise After Crashes, AAA Says

*CNNMoney.com*

Recent crashes have shaken the public's confidence in self-driving cars. The number of [people who distrust self-driving cars rose significantly over the past year](#), according to a AAA poll released earlier this week. The survey, which was conducted in April, showed that 73% of American drivers would be "too afraid" to ride in a self-driving vehicle, compared to 63% in late 2017. Only 20% of respondents said they trust a self-driving car.

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### Amazon Is Permanently Banning Customers That Make Too Many Returns

BGR

One of the many perks of shopping on Amazon is the organization's lenient return policy. If you're not happy with an item you purchased, you can typically return it without much hassle. But what you might not know is that if you're too trigger-happy, you might be banned without any warning. Some customers have been told that **their accounts have been closed due to an overabundance of returns.**

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### Uber Had Disabled Emergency Braking in Fatal Self-Driving Crash

CNNMoney.com

A new federal government report provides new details into the circumstances surrounding the death of a pedestrian who was struck by a self-driving Uber in March. According to the report, Uber's self-driving car accurately identified the pedestrian, but Uber had turned off the vehicle's automatic emergency braking, so the SUV didn't attempt to brake. **The SUV also lacked a way to alert the human driver to manually brake.**

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### How the Internet of Things Will Reinvent Supply Chain Management

CIO Magazine

**IoT is bringing high visibility to the global supply chain**, allowing sellers and buyers to track their containers, pallets, boxes and even individual high-value items as they move around the world. It's not just optimizing delivery times. It's also about ensuring that products don't get damaged during shipping, and getting counterfeit products out of the supply chain. To make this possible, logistics organizations are using smart sensors.

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