

**Most DPO Hub members get the subscription covered by their employer.** (*Especially when you say that it's normally €576/year but only €409 now for Founding Members.* 💰)

Your boss likely wants to spend as little on compliance as possible – *not a cent more*. And they want to be compliant *enough*.

They also don't want to be bothered more than necessary with "GDPR-stuff"...

With that challenging background, how do you get them on your side? 🤔

**You could start with two personal favorites of mine: *There's no such thing as 100% compliance. And: You can never remove all risks.***

This sets the tone and your boss will probably nod in agreement.

Despite the above, though, your boss is also worried about **audits/inspections** from a data protection authority. 🙄

Nobody wants that – or a fine 💰, or any risk of reputational damage due to poor privacy and data protection practices.

They'll also perk up if you talk about such practices as a **competitive advantage**. If you're in SaaS, for example, flying through a due diligence will guaranteed land more customers than a process raising red flags early on.

Your boss might point out that you already have a GDPR-related subscription. It might cost quite a bit and your boss might raise an eyebrow as to why you'd need *another one*.

This is where you pitch two key 'features' of the DPO Hub:

The mantra of the DPO Hub is *less is more*. It's a goal in itself to minimise the time you spend on it. Why? **So that you can spend more time *in and on the business*, on actual, hands-on compliance stuff.**

Talking to your colleagues. Raising awareness. Taking those complex challenges heads-on. Being a problem-solver, tackling the highest-risk items.

Reducing company and compliance risks. (*Of course risks to data subjects too, but I'm guessing your boss will pay more attention to the these.*)

Rie's **facts-based, pragmatic and business-oriented perspectives**, as well as **hands-on, practical recommendations** on how to deal with a CJEU ruling, DPA decision or EDPB guideline.

**You won't get this any other place.** *Rie also doesn't represent a US-based corporation profiting on EU-born laws.*

Finally, while it's still possible, you can join as a Founding Member on a **heavily discounted rate that'll never increase!**

"*Smi mens jernet er varm*", as we say in Norway (let me know what your equivalent is!).

It might also help to mention that you'll be joining a community with many prominent professionals, including representatives from several data protection authorities.

**We're building something significant here. In Europe. By Europe.**