



Who owns your customer data: Open source, digital sovereignty and your marketing stack

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You're building
scalable, secure and
sovereign digital
fortresses for your
clients.



Are you leaving the
back gate open,
undermining your hard
work?



Are your clients'
marketing tools
compromising their
sovereignty?



Entry through
convenience, the
slippery slope for
marketers.



Data accumulation and dependency keeps organisations locked into their vendors.



Extraction and control
by the vendor is soon to
follow.



Why should you care about who owns the marketing data?



What is digital sovereignty?

Digital Sovereignty is the idea that people and nations should have the right and ability to **control their own digital destinies** without being dictated to by technology providers. It encompasses both digital governance and data sovereignty.



What about data sovereignty?

Control over the data that an organisation generates, including where it's stored, who can access it, and how it can be used.





Why should you care: The regulatory perspective



A close-up photograph of two people holding hands. The person on the left is wearing a blue denim jacket and jeans. The person on the right is wearing a denim jacket with vertical rainbow-colored stripes (red, orange, yellow, green) and a black skirt. The background is a soft, out-of-focus outdoor setting.

Why should you care: The human perspective



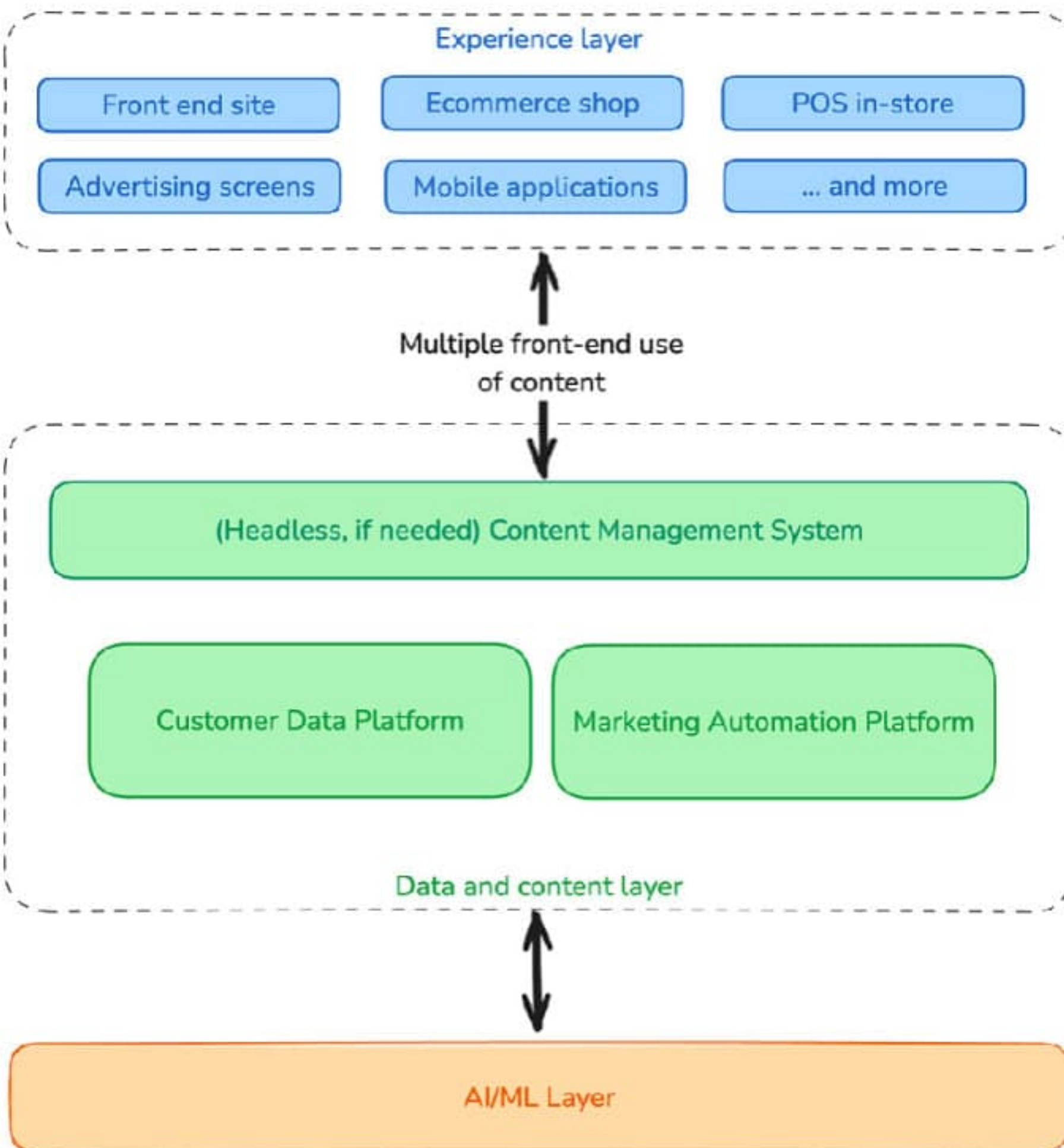
A person's hands are bound with thick metal chains while sitting at a desk with a laptop and mouse. The image has a blue tint and a semi-transparent dark blue overlay on the left side where the text is located.

Why should you care: The business perspective



There's a solution we
can offer to this
problem.





Inspired by Dropsolid's DXP structure

Introducing the Open DXP model.

- Fully integrated via API / integrations between tools
- Fully extendable
- Avoid vendor lock-in - fully control every part of your marketing stack
- DIY or work with a sovereign cloud SaaS provider who respect digital sovereignty



TYP03: front-end interface and content repository.



Mautic: central engine for personalisation and automation.

Contact source

🕒 Highly Engaged Leads (Hot)

Filter by Contact points

12 If sales readiness score is greater than 50

Send email to user
13 Notify account manager

Modify contact's segments
15 Add to nurture segment

Filter by Contact points

14 Is there product interest?

Check if Asset downloaded

16 Have they downloaded our infographic?

within 1 day

Send or schedule email
18 Send webinar invitation

Send or schedule email
17 Send re-engagement campaign

Change tags
19 Add webinar invite Oct 2025 tag



Benefits to agencies
of offering more
than 'just' a website:



Extended, fully
integrated service
offering.



Long-term client
relations with
recurring revenue.



Differentiation
amongst the crowd;
forward thinking.



Aligned with your core
values of open source
and sovereignty.



Benefits to
organisations of
developing a
sovereign
marketing stack:



True ownership and
control over your
customer data.



Unlock innovation and
customisation to meet
the needs of your
organisation.



Future-proof your
technology and skills
across the
organisation.



Improve cost control
and predictability of
expenditure.



Where to start?



Assess, plan,
partner, provide.

<https://mau.tc/ss> - Sovereignty Spectrum assessment tool



With your help we
can empower
marketers with:

Full transparency,
Full access,
Across the full stack.



Want to learn about Mautic?

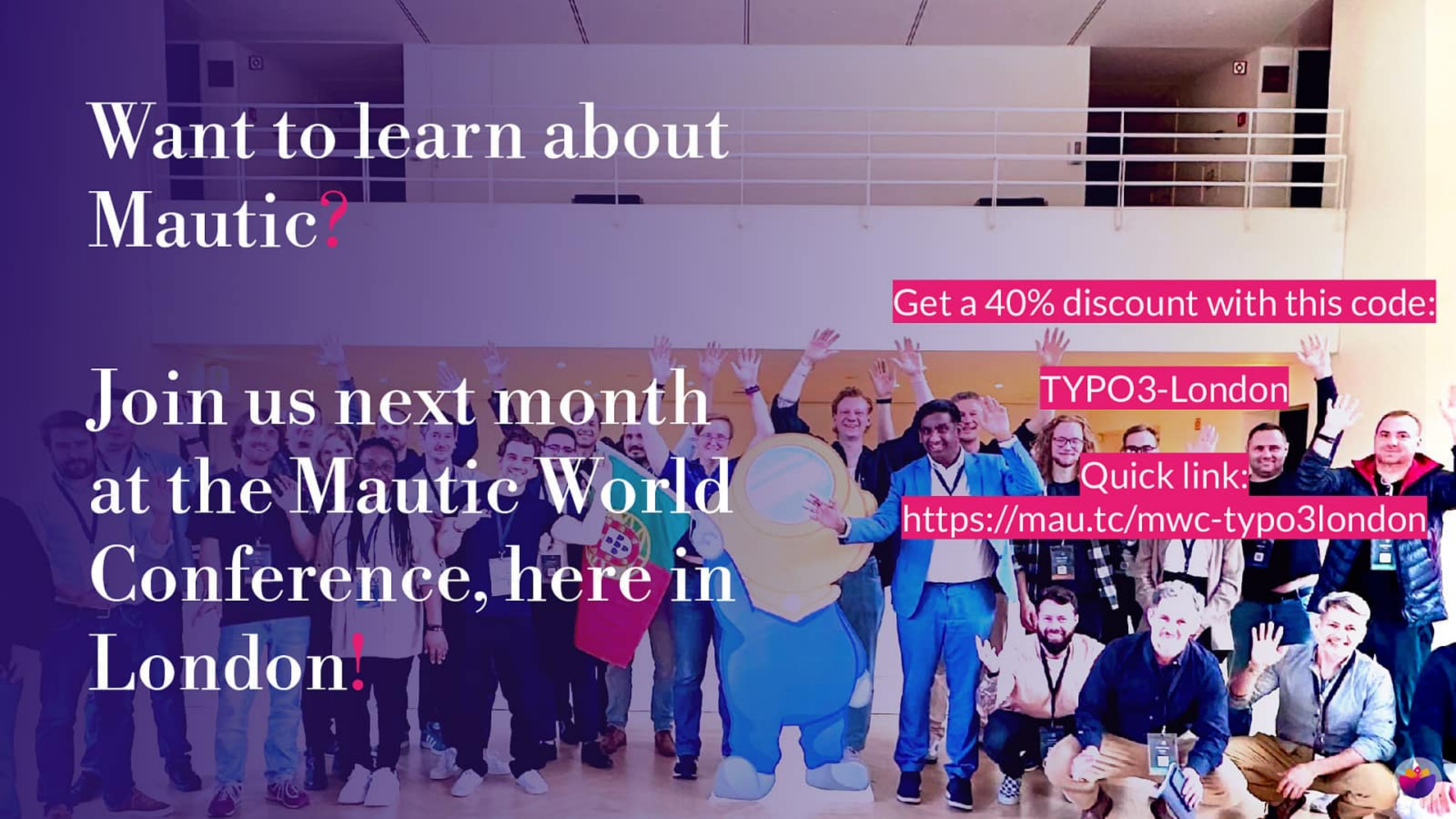
Join us next month at the Mautic World Conference, here in London!

Get a 40% discount with this code:

TYPO3-London

Quick link:

<https://mau.tc/mwc-typo3london>





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What questions can I answer?

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