

Ensuring your data processing activities, policies and obligations are compliant through our flexible solutions

Cost effective expertise for businesses of all sizes

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Challenge

Our client, an independent UK leisure chain, wanted to ensure they were prepared for the GDPR regulations that came into force in 2018. They had three key areas of concern:

- Were their current policies GDPR compliant and did they need any new policies?
- Did they have the correct data consents and was their marketing compliant?
- How could they best manage their day to day compliance responsibilities when they had no in-house expertise?

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Solution

At the beginning of our partnership, the new GDPR legislation was imminent, so we prioritised our deliverables:

Data Compliance Audit and Policy Templates

To kick things off we completed a Data Compliance Audit of their current policies, identifying gaps and risks and recommending remedial action to meet GDPR guidelines. We also provided ready-made templates for the policies that were missing, which we tailored to their business enabling them to be GDPR compliant in a timelier manner.

Marketing and Data Audit

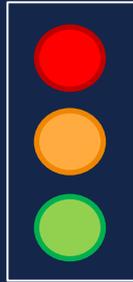
Data touchpoints were reviewed to assess what PII data was captured, how it was used and the legal basis for this processing. Data capture was optimised to only capture necessary data. Consents and data processing for both customer and employee data were amended to make them compliant, and the data was cleansed. The privacy policy was updated to align with the current data usage and marketing/analytics activity.

Outsourced DPO Service

To manage the day-to-day data compliance duties we provided an interim outsourced DPO service, which included supporting them with requests for information (Subject Access Requests), managing any data breaches and ad hoc compliance queries. Data compliance training was delivered to all staff, whilst their designated internal data owner was provided more in-depth training and support.

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Results



76% of policies given the green light

The policy audit revealed that 16 out of the 21 policies were fit for purpose; a further 2 policies were amber, requiring minor amendments. The final 3 policies required significant process changes and a number of new templates were introduced.

Under 6 weeks to get GDPR ready



The client was able to get all their policies and processes GDPR ready within a 6 week time frame, meeting the May 2018 deadline. Following our guidance, marketing consents were amended to be GDPR compliant with a clear opt-in and transparent data usage details.

Marketing consents GDPR compliant

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Benefits

Our client now has the peace of mind that their processes and plans are GDPR compliant. In addition, they have the expertise on-hand to support them with any data compliance queries arising in the future. The key benefits for them were:

- Access to specialist knowledge in compliance and managing staff training needs
- Implementation of the GDPR delivery roadmap in a condensed period of time
- Ability to concentrate on the core business, so performance wasn't impacted
- Full documentation on the personal data collected and processed, detailing its valid purpose and the lawful basis for use. Any unnecessary data deleted.
- Increased transparency and trust with their customers, suppliers and employees
- Staff more aware and confident regarding their data compliance requirements and their responsibilities within the business
- Minimised risk of data breaches or non-compliant data processes having a negative impact on their brand and company reputation
- More accurate and up-to-date customer and staff data improved deliverability of communications. Increasing response rates.
- Improved data capture drove new customer insights enabling more personalised and relevant marketing content