

Data Protection Compliance Consultancy

DBS Data can help you meet the challenge

EU GDPR - The BIG data protection challenge

**Are you responsible for
processing personal data?**

**Does your business hold data
about customers and prospects
for marketing or sales?**

**Do you know where your data
has come from?**

**Can you prove that the personal
data you hold is managed to data
protection standards/**

DBS Data are here to help you get
ready for the challenges of GDPR
legislation changes in May 2018.

Many new requirements

It's the EU legislators' firm intent to
increase the accountability of any
person processing personal data.



“Just as we all thought
we were getting to
grips with the GDPR the
UK government throws
us a curve-ball in the
shape of the Data
Protection Bill”

**Mike Martin,
Griffin House Consultancy**

How?

By imposing responsibilities and
requiring to demonstrate compliance
therewith at all times.

Very process-driven

The GDPR sets out specific processes
for companies to adopt. It intends
to help companies structure and
formalise certain subject areas like risk
assessment and decision making.

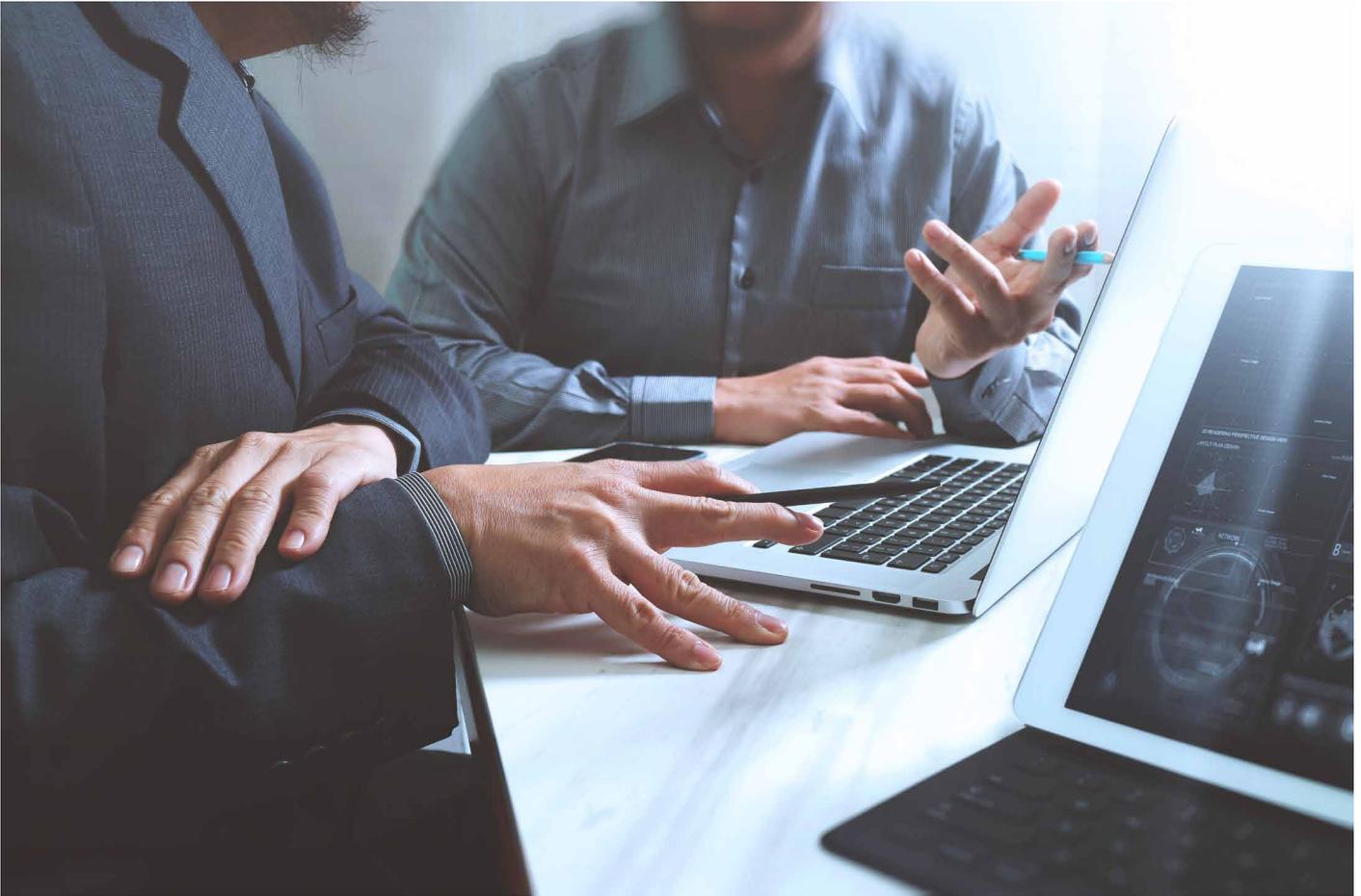
Very tangible and visible functions and steps need to be realised

It's not only a question of complying
with general principles, such as data
minimisation or accuracy; the GDPR
also imposes very concrete measures. ►



To find out more about our data compliance consultancy
and other data solutions please contact us on
01245 397 570 or email thesalesteam@dbsdata.co.uk





► **Increased fines and sanctions**

The GDPR could have a huge impact for companies failing to comply. The supervisory authorities can take one or more measures listed in the GDPR, such as (i) issue a warning or impose a temporary or definitive ban on processing personal data, or (ii) impose a fine up to EUR 20,000,000 or 4% of the total worldwide turnover, depending on the circumstances of each individual case, or both.

A moving target

Some requirements of the GDPR may remain difficult to implement for some time, as additional guidance on the GDPR is still forthcoming. However, it is imperative that companies take a proactive approach and avoid leaving it too late.

Need for a company-wide project

Because of the above implications, companies should adopt a project-based approach to implementation across the company. Fact finding, objective gap analysis, realistic milestones, clearly defined roles, tasks and responsibilities will help you break down such an implementation into easily manageable units

How DBS Data compliance consultancy helps you achieve compliance?

As a leading UK data firm and DMA data protection accredited business, we have a solid track record engaging in privacy and data related matters since 1994. In fact, we engaged with GDPR in its conceptual phase well before the final draft was agreed and we became the first data business in the UK to adopt its principles.

Our certified DP consultant teams have a thorough understanding of IT processes and database architectures to help you deliver the right project.

We deliver creative, tailored and hands-on project based solutions to suit the scale and nature of your organisation to successfully support you from your current standing to one of full GDPR compliance.

We have invested significantly in our know-how and tools which we share with our clients, from audit, project and strategy design and implementation and training to ongoing support and consultancy.

As a full service data business working across industries, our teams have unique insights in the specific dynamics of the various economic sectors and market segments, such as financial, utilities, general industry, transportation and logistics, technology and telecoms, healthcare. ►



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Ready for GDPR?



Consult

DBS Data consult, audit and train to meet the requirements of DPA 1998, PECR, ICO Guidance and GDPR including:-

- Data capture points, FPN's and privacy policies and how well suited they are to their proposed use of data
- Age of customer & inquirer data and retention policies
- Database protocols, governance and security
- DP info held against each record (original consent date and statement, dates of engagement, consented uses and categories)
- Suppression policies and processes
- DP Security
- Use of 3rd party data



Audit

Our compliance audits will identify risks in your business before they become a problem. We offer both light touch or in-depth audits depending on your business circumstances and need.



Training

Our marketing data compliance trainers are specialists in their field bring expertise, experience, passion and enthusiasm to an area which is often seen as dull and boring. We will turn data compliance into fun and engaging subject that your employees will enjoy and will benefit from ensuring that your people know and understand their data legislation responsibilities without it being a chore.



Support

We offer flexible packages to support your operations, to act as your DPO function or to support your own team or function with additional capacity and experience - all respects flexible and designed to meet your particular needs. ►



► Case study

A leading travel business with resource challenges in data processing and CRM were struggling with data compliance. They had limited awareness of the DPA and forthcoming GDPR regulations and needed a complete review of their data assets from a marketing compliance perspective ahead of running customer acquisition and

retention programmes.

DBS embarked upon an audit program to scrutinise all of the data touch points and silos and the client's data related policies and procedures.

Project reporting advised the client around data collection consent and retention and further, suppression practices and record

keeping. Following the deletion of non compliant data and cleansing processes to standardise remaining records DBS produced propensity models built upon the clients resulting active and compliant customer and enquirer data which were then utilised to significantly improve customer acquisition ROI and retention performance.



About DBS Data

We are passionate about data... and we have been since 1994.

With a combined data expertise of more than 150 years we have a culture that encourages us to think outside the box and deliver creative, compliant marketing data solutions that really make a difference.

Our vision is simple... to be the most trusted source of compliant innovative data solutions.