



Remove the GDPR stress

5 steps to data compliance

Five simple steps to remove the GDPR stress

With May 25th looming large, GDPR compliance remains a hot topic for most businesses and for some still a headache that will just not go away. However, GDPR should also be an opportunity to ensure your business has the correct infrastructure to handle data in this new compliance lead age and allow you to have more meaningful relationships with your customers. To that end we have compiled five areas where we can help you destress about the forthcoming deadline.

1. Data Audit – A data audit is a great way to view the quality of your data but is also allows you to review what data ‘silos’ you

have within your business. From this analysis we can advise you on the best way to bring your data together into even simple single customer view



Regular data cleanse must be a priority, not an afterthought. 25th May is just the start, the real work starts now

Adam Williams, CEO, DBS Data

(SCV's), which is essential in ensuring your business is not burdened with potential headaches such as subject access requests (SAR's). Our audits are free, have no obligation and a great way to check the health of your data.

2. Data Cleanse – Article 5 of the GDPR explicitly requires organisations to ensure that all customer data is kept accurate and where necessary, up-to-date. Accurate data is essential not only for GDPR compliance, but also to ensure that analysis or segmentation is accurate and that you're not wasting vital expenditure on poor data. A database will naturally degrade by



► a minimum of 2-5% if not cleansed regularly and we make it easy to clean on a regular basis. DBSdata are the experts at cleaning and keeping data up-to-date, so if you need to cleanse your data to remove goneaways or deceased, ensure data is mailable using PAF or to verify that email addresses or telephone numbers are still valid, then speak to us today about getting a quote and we guarantee to lower your data cleaning costs.

3. Privacy Policy Review – It is essential that you update your privacy policy and update your customers about how you intend to use their data, including and processing with third parties. You must ensure your customers have the opportunity to opt-out of any processing of their data and that you have obtained positive consent for any email or telephone channels. To this end we can offer

comprehensive consultancy on the best ways to formulate your privacy policies based around your specific data business needs.

4. Legitimate Interest for Direct Mail – can you still use direct mail? The clear answer from the ICO is that you can still use direct mail to communicate with customers, without having obtained specific consent, under legitimate interest if you have conducted the balancing test through a Legitimate Interest Assessment or LIA. An LIA can also be used to utilise third party data for prospect activity, as long as the third-party data source has collected their data fairly and lawfully. DBS data have a fully compliant data set of 35m postal records which can be used for prospect activity and we have been helping many clients review their LIA assessments to ensure they have the

right audit trail to conduct direct mail post May 25th.

5. Seek the Right Advice – The best piece of advice is to seek the right advice from the experts. As a data owner and controller, we have placed compliance as the core value of our business. All our staff have a minimum Level 2 data compliance accreditation and we are perfectly placed to guide you through the process to GDPR compliance. But compliance does not end on the 25th May. E-privacy will follow shortly after in 2019 therefore compliance must be reviewed at every step of your business journey. By working with the right partners, you can ease the stress for your business.

At DBSdata we pride ourselves on delivering the very best compliant data solutions so get in touch today and see how we can help.