

Data Privacy Solutions

How well does your company protect itself from the risk of breaking Data Privacy laws?

Data privacy issues are big news these days. Hardly a week goes by without a shocking revelation from a leading company or Government. And the Information Commissioner is demanding ever greater powers—including snap audits, greater fines and even criminal sanctions. So are you doing enough to cover yourself? Are you operating lawfully in respect of the data in your sales or marketing system? And do your customers and prospects trust you enough to give you their data?



Why do you need to worry?

Any data that can identify a living individual and is in a searchable database is covered by the law. That covers everything from CRM systems to name and address files in Outlook or on PDAs. And what

you can do with it is now severely constrained. With business and personal consumers everywhere getting more and more concerned with their personal privacy this is one area you can no longer afford to ignore. Simply, if you want to use data in sales and marketing, you want to be sure you are using it legally.

What do we do for you?

We break the enormity of the task into manageable elements, project manage it and you, and provide the policies, negotiation help with the Data Protection Authorities, educate your staff and provide ad hoc advice.

How do we solve the problem?

First, we undertake a Data Protection Audit, which lays the foundation stone for the rest. In the audit we:

- Identify strengths and risks
- Quantify your exposure – e.g. are you at risk by transferring data internationally or to third parties?
- Provide a formal, repeatable report using the UK Information Commissioner's audit methodology

Provision of Policies

You need policies and procedures which help ensure compliance, while at the same time they do not prevent you from marketing or selling. In fact the right policies can enhance both sales and marketing by ensuring better data quality and better customer relationships. And these policies form

the full foundation for compliance. They make an excellent defence against investigations and complaints

Staff Education

Atrium create bespoke training courses to run in-house for our clients. Tailored precisely to your situation and requirements they give all levels of staff the right information and guidance to ensure that risks are properly assessed and errors of judgement minimised. And we also provide detailed "Train the Trainer" courses to help with on-going training and compliance. Fully educated staff are far less likely to create external complaints when handling personal data.

Implementation. This includes provision of specialist text and documents for web based compliance, eMarketing, and other direct marketing operations and legal documentation.

Ad Hoc Advice. There will always be areas where you need this. We provide speedy answers to the questions you face on a daily basis.

Benefits. We help you ensure that you turn Data Privacy into a positive benefit for your organisation. Specifically we help you achieve:

- Reduced business cost
- Enhanced customer relations
- Compliance with the law
- Substantial lowering of business risk
- Powerful defence against complaints
- Substantial lowering of compliance costs
- Telescoped implementation cycle
- Tailored processes to handle all Data protection issues

Why Marketing Improvement?

We specialise in PRAGMATIC, workable solutions that keep you legal, keep you in business and maximise sales and marketing benefits. Our clients include British Standards Institution, Chartered Institute of Marketing, Cisco Systems, Global Knowledge, Microsoft, NetIQ, PeopleSoft and RIAS. We employ specialists who have years of experience in marketing and data privacy. So we not only tell you WHAT the law is, we tell you HOW to implement it in ways that least affect your business.

Next Steps

To find out more about our Data Privacy and Data Protection services, please contact us on +44 (0)1189 880 321 . Or visit our website at www.atriumgroup.com

"They helped us to implement market-leading Data Privacy policies in a way that enhanced our reputation with our customers".
Catherine Schalk, Peoplesoft