

Data Wise Intelligence

Growing and running a Business or Charity under GDPR - interrupt or opportunity?

THE TEAM LEADERS



Peter McCann CEO BSc

Market Strategist and Intelligence Leader Business Coach. Responsible for successful UK and USA Information Services businesses. Hybrid skills in Leadership, Data, Marketing, IT and Cyber Security.



Christopher Johns

BA Hons MIOGDPR

Programme Manager Business Process Analyst.

25 years managing Information and IT processes as IT Director



Sophie Down

BA CIM Digital Marketing

Marketing and Social Media

Communications and getting payback on Campaigns



BOARD ADVISOR

DPA/ GDPR / PECR/MIFID/FPS

Michael Mulholland BA.

ISEB Cert in Data Protection PDP

2013 IAPP 2013-1016 CIPP-F, CIPP-

Europe + CIPM Project Advisor -

Data Protection Barrister.

Led EU transborder investigations for the Safe Harbour Agreement and managed data protection contracts for Centrica, Euroclear, Royal Bank of Scotland and Citibank.

Growing a Business or Charity under EU General Data Protection Regulations (GDPR).

What is GDPR?

Time is of the essence. The new GDPR legislation was approved by the European Parliament in April 2016. Despite Brexit, this new strict Data Privacy legislation will be incorporated within our own Data Protection laws, unifying data protection and easing the flow of information across Europe. It comes into force May 25th 2018. Companies and Charities who wish to continue to store and use Personal data, and have legitimate reasons for doing so, must take urgent steps to ensure that they have Permissions to continue to hold that data and keep it secure, avoiding data breaches. Our pragmatic approach is to help with documented Data Audits, develop Privacy Impact Assessments, track exactly where Personal data is shared across Stakeholders, and take steps taken to implement some form of Cyber Security. Done properly, opportunities to improve and develop trust across Client relationships will arise by building better marketing data.

Fines can be incurred at up to 4% of turnover for those who fail to do this – and time is of the essence as you only have until May 2018 to complete your GDPR projects.

DataWise Intelligence Specialists

Why choose us to help?

We have many years of experience in doing the detailed work of analysing client and prospect data for a range of business growth activities. We help to embed best practice for data handling in your day to day operations.

The I-3 Growth Programme

Architecting the approach.
Engaging with us in manageable steps

Step 1 A presentation on the impact of Compliance and Business Interruption

Step 2 A Growth Constraints workshop to look at Business or Charity Intent

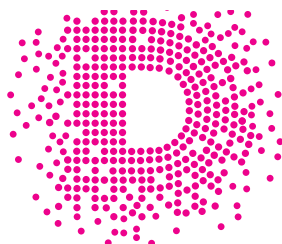
Step 3 A Combined Marketing and Compliance Data Audit

Step 4 An Accelerated GDPR AND Marketing Programme for Implementation

Step 5 Directing you to the latest Cyber Security approaches

INFORMATION...
INTENT...
INSIGHT...
IMPLEMENTATION

Accelerate your GDPR Programme with our pragmatic approach towards Privacy Impact Analysis, Guidance on Permissions, Data Subject Access and Marketing Data Enhancements. Working with your own management accountants, lawyers, and any IT staff, we seek to help you increase sales revenues and improve marketing. We also work on the information granularity to help control costs and pricing – at the same time ensuring our clients operate within the new GDPR rules and apply the best Cyber Security tools.



Data Wise Intelligence

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