

Data Wise Intelligence

RETAIN CLIENTS • STRENGTHEN TRUST • KEEP DATA SAFE

An Accelerated GDPR Support Service for The IFA and IFA Network Market

THE TEAM LEADERS

Peter McCann CEO BSc

Market Strategist and Intelligence Leader Peter has many years experience working in the field of Client Database design, Fact Finds and Compliance for IFAs and data flows to their Networks, and the Insurers and Fund Managers for whom they originate business.

Christopher Johns

BA Hons MIoD GDPR

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.

- DataWise Intelligence specialises in improving marketing and data compliance.

- The GDPR Legislation lays out guidelines for the secure handling of consumer and business data.

- DataWise Intelligence understands how to use communications and get payback on campaigns under the new legislation.

- IFAs must take GDPR seriously - there are upsides to taking extreme care to manage Client data securely.

- Data Audit and Sharing Documentation? All IFAs have to undertake a data audit and map data flows, with a keen attention to detail as to who really has access to data. We have a ready made model for IFAs to adopt.

- Privacy Impact Assessments? We can provide a ready-made model framework.

- If you are a member of an IFA Network? Central compliance and income sharing financial agreements may be in place, but checks have to be initiated to clarify the Network's central data controls.

- Using Para-Planners? Referring Personal Client data for analyses raises concerns about compliance controls. We help you run checks on external resource teams and how they secure/transmit your Client data.

- Using Wrap Services and Platform Providers? What sharing of personal data is needed and what controls are in place as data is transmitted to them.

DataWise Intelligence offers

**PRAGMATIC
APPROACH TO GDPR**

COMPREHENSIVE DATA AUDIT

**ENHANCED STAKEHOLDER
AWARENESS**

**QUALITY PRIVACY IMPACT
ASSESSMENTS**

**COST EFFECTIVE
CYBER SECURITY**

IMPROVED CLIENT MARKETING

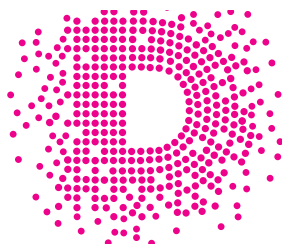
BUILDING CLIENT TRUST

- **Using an Outsourced Admin and Call Centre?** Controls must now be put in place to record telephone conversations and any video work of KYC interviews.

- **MIFID2 and PSD2 - Dealing with Fund Managers and Insurers for Protection, Pensions ISAs and Bonds?** Required by December 2017 and January 2018, the changes will lead to Fund Managers wanting to collaborate in informing YOUR clients about costs of trading and where funds falling by more than 10%. We can help you plan communications.

- **Cyber Security.** All IFAs need to consider encrypting data and emails, and examine their use of tools like Office 365 and One Drive. A plan to apply anti-virus control, patch update monitoring, firewalls, encryption and secure cloud and local backup for all of an IFA's staffs' mobiles, laptops and servers will be vitally important to avoid breaches. We can recommend low cost solutions with a monthly fee per user and the adoption of standards such as IASME and Cyber Essentials.

Client Outcomes Embedding best practice for data handling in your day to day operations. One Integrated Solution Set, quality GDPR advice – fears removed. Call Datawise if these problems seem familiar and you want help.



DataWise Intelligence

Contact: Malvern, London and Exeter:

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