



## Regulatory Strategies

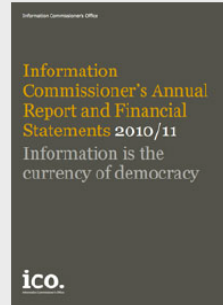
### DATA PROTECTION - a **real** benefit to your business

A unique opportunity to find out how to make data protection work for you and your business commercially at our complimentary seminar on Friday 7 October 2011, 9.30am-1pm.

Venue: **Nottingham Belfry Hotel**

#### Why? The trends speak for themselves...

- 89% of people - your customers - are aware of their data protection rights, compared to the baseline of 74% in 2004. Young people in particular are aware (95%) - and the regulator is targeting increased awareness and education.
- Almost 30,000 complaints were received by the Information Commissioner's Office, 23% of which were likely breaches. Lenders, general business and marketing accounted for over 30% - but no sector is immune.
- There is an immediate need to review your website to ensure changes are made to comply with new regulations which are already in effect. The regulator expects you to be doing this now.
- And the Information Commissioner can now fine up to £500k for breach of the data protection Principles, recently extended to cover breaches of the electronic marketing regulations - there are also criminal offences under the Act that should not be taken lightly.



#### ...and the regulator sees it as a "must do" for all businesses

- Protecting personal privacy makes good business sense.
- It should bring real and significant benefits that far outweigh the effort privacy protection requires.
- The alternative, of ignoring privacy and leaving personal information inadequately protected, has significant downsides.



#### Acknowledged data protection and consumer affairs experts Regulatory Strategies will share their insight on:

- Meeting your data protection responsibilities
- Trends and 'hotspots'
- Making the most of your customer data - the opt-in / opt-out marketing dilemma
- Turning challenges into opportunities
- Protecting yourself and your business against identity theft and fraud
- What to do in the event of data loss or theft

To book your place on this complimentary seminar simply email your name, organisation, and contact details to [consultancy@regulatorystrategies.co.uk](mailto:consultancy@regulatorystrategies.co.uk)

Alternatively contact our directors **Mike Bradford** or **Helen Lord** for a discussion about our portfolio of regulatory and consumer affairs consultancy services





## **‘Sell out’ seminar for Regulatory Strategies**

Regulatory and data protection experts Mike Bradford and Helen Lord of Regulatory Strategies ([www.regulatorystrategies.co.uk](http://www.regulatorystrategies.co.uk)) presented to over 40 delegates at the Belfry Hotel, Nottingham on Friday 7<sup>th</sup> October under the theme: ‘Data Protection - a *real* benefit to your business’.

With the Information Commissioner now having increased powers, and research showing that data protection awareness stands at 90% (95% for younger people) the need for businesses to take this seriously, and also to be able to turn their responsible approach to customer data into a competitive differentiator, has never been greater.

Having firmly established their consultancy at the forefront of commercially-focused ‘real world’ advice over the past 3 years with a growing number of both credit-industry and general business clients, the seminar, chaired by former Experian director Tony Leach covered: data protection responsibilities; trends and ‘hotspots’; making the most of customer data; turning challenges into opportunities; how to take steps to prevent identity theft and fraud; and what to do in the event of data loss or theft.

Delegate feedback included “excellent overview of current key issues”; “identified areas that we may need to investigate further”; and “very good content and delivery”.

Mike Bradford, founder and director of Regulatory Strategies, said: “Our ethos is to turn often complicated regulatory requirements into pragmatic, ‘can do’ business advice, helping clients evaluate the risk / return decision around the uses of data and likely customer and regulator reaction.

“It is all too easy to say what can’t be done; the real challenge and measure of either an internal or external advisor is whether they can add value and help an organisation achieve its business objectives by optimising its data assets”.

In closing the seminar, Tony Leach highlighted the ‘health check’ and ‘help line’ services available from the Regulatory Strategies team offering both an immediate temperature check on data protection compliance and an ongoing support facility to provide 24/7 feedback on any client query.

Further details can be obtained from [consultancy@regulatorystrategies.co.uk](mailto:consultancy@regulatorystrategies.co.uk)



# RegulatoryStrategies

## Notes to the editor

### About REGULATORY STRATEGIES

Regulatory Strategies ([www.regulatorystrategies.co.uk](http://www.regulatorystrategies.co.uk)) was founded in 2009 on a core 'can do' philosophy, specifically to provide UK and international clients with highly practical and commercially focused consultancy around regulatory and consumer affairs, compliance and data protection to balance and minimise risk while at the same time driving bottom-line competitive advantage and market differential. Our objective is to facilitate and enable business, not prevent it.

Regulatory Strategies has undertaken assignments and strategic consultancy across its range of services for a rapidly growing number of UK, European and global organisations (see Client Testimonials - <http://www.regulatorystrategies.co.uk/testimonials.html>).

Our credentials are also increasingly being recognised by industry publications as expert commentators on topical data protection, fraud and data sharing issues (see In the Press - <http://www.regulatorystrategies.co.uk/articles.html>).

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# Regulatory Strategies




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**Helen Lord**











"Regulatory Strategies combine compliance expertise with a hugely practical approach to recommending and implementing solutions. Their business focus is refreshing and adds value to both our data protection and data optimisation strategies."



✓ Regulatory analysis and risk / opportunity assessment

✓ Lobbying, regulator PR and media strategies

✓ Privacy statements, fair processing and customer consent clauses

✓ International data transfers

✓ Credit, marketing and e-commerce law and regulation

✓ Data optimisation

✓ Marketing strategies  
✓ Database management  
✓ Identity service  
✓ Fraud prevention  
✓ Data breach management  
✓ Training



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Regulatory & Consumer Affairs Compliance



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