

CASE STUDY



STRATEGIC ADVICE ON GDPR COMPLIANCE AND UPDATE OF DATA PROTECTION POLICIES AND PROCEDURES

Challenge

Financial institutions hold significant personal data in relation to their customers' finances. Clearly that financial data is highly sensitive. If this data is not handled appropriately, there is a high risk of an adverse impact on individuals through exposure to fraud.

Our client sought our legal expertise with aspects of their GDPR compliance programme, including a comprehensive update of their data protection policies and procedures for their customers and employees.

Solution

We provided strategic advice in relation to our client's GDPR compliance programme. This included advice around establishing GDPR-compliant consent processes across several of their business operations and sales channels, as well as in-depth analysis of other legal bases for processing activities.

We also performed an in-depth review of our client's data protection policies and procedures, making significant updates to their customer-facing privacy policies through various sales channels (web, phone and in branch), as well as shorter notices for areas like CCTV. In addition, we revamped their over-arching data protection policy, outsourcing and procurement processes, HR guidelines and standard contracts, and guidelines on handling individual rights, among others.

Impact

Financial services are increasingly focused on expanding their products and services. Therefore, cross-selling and marketing those broader services has become extremely important commercially. It is exciting to work with financial services clients on how best to monetise their assets and services while managing the complex interface of compliance with data protection law, positive interactions with regulators at the Financial Conduct Authority and the Information Commissioner's Office, and maintaining clear and fair communication with consumers.

The GDPR and E-Privacy Regulations present an even greater burden on demonstrating compliant marketing activities. Financial services must be at the forefront of instilling a culture of good data protection practice, which builds trust among individuals.



Newcastle Building Society, one of the Top 10 building societies in the UK

Legal directory extract

"Described as 'genuine experts in niche areas' of data protection law, Pritchetts Law has been considered 'amazing value for money' and is highlighted for its 'high quality but pragmatic advice'."

The Legal 500 UK

You can find out more by [emailing us](#), or calling us on 0117 307 0266