

CASE STUDY



ADVISING AN AI BUSINESS ON ITS DATA PROTECTION COMPLIANCE PROGRAMME

Challenge

LaunchPad Recruits provides a cutting-edge recruitment technology platform to carry out video interviews and candidate screening as well as to provide hiring assessment tools, automated processes and predictive analytics. It provides its services to clients such as the UK government's Digital Marketplace, the Crown Prosecution Service, AXA, TUI Group, Microsoft, Three UK, Virgin Media, Sony Music, Superdrug and Europcar.

The UK is keen to promote growth and innovation in digital technology. Our client provides a great example of both by offering recruitment that is simplified through automation and artificial intelligence ("AI"). However, although the technical development and use of AI is exciting, such businesses must ensure privacy by design and offer a solution to their clients that complies with the GDPR.

Solution

We have assisted LaunchPad on many aspects of their crucial data protection compliance programme.

This has included advising on arrangements for potential Brexit scenarios and updates on the consultation by the Information Commissioner's Office ("ICO") on the use of AI and the regulatory sandbox. We have also drafted policies and procedures for data protection impact assessments ("DPIAs"), and advised on the conduct of specific DPIAs and updates that were required for LaunchPad's terms and conditions for its customers and candidates. In addition, we advised on updates to other communications that clarified the scope of LaunchPad's data processing.

Impact

Research suggests that in-house recruitment teams want to automate more of their hiring processes. It also indicates that teams believe recruitment technology to be key to making better, more consistent hiring decisions that are more transparent and less prone to conscious and unconscious bias.

As the drive for automation increases, the need for compliant data processing becomes ever more important. The GDPR provides enhanced safeguards to protect individuals against businesses making potentially harmful decisions about them based purely on automated decisions and via the use of AI. LaunchPad had to ensure that the recruitment solution that it was providing to clients met the increased obligations of the GDPR. Our advice helped LaunchPad to achieve this, and to continue to develop and grow as a business, while managing its risk as a processor under the GDPR and the Data Protection Act 2018.



Innovative AI recruitment business

Client testimonial

"As a cutting-edge technology business... we have complex data protection needs. Pritchetts provided us with invaluable assistance with our data protection impact assessments and contract arrangements... We experienced excellent service throughout the project – Pritchetts were detail-oriented, technically strong and also pragmatic, all without the price tag of their big law firm competitors."

Rob Garlick, was Finance Director, LaunchPad Recruits

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