

CASE STUDY



ADVISING ON MARKETING CLEARANCE

Challenge

Our client is a global branding, creative design and communication business. They collaborate and connect with other brands to deliver smart, inspiring, innovative and effective solutions to the challenges that brands face.

It was crucial for our client that the marketing campaigns that they created complied with the GDPR. They needed to balance the requirement to make the campaigns as effective as possible with their desire to build trust with current and potential clients.

Solution

We helped our client to break down the marketing content to be delivered. First, we considered the various marketing channels and targets. Then, we advised on how to communicate with different individuals so that our client achieved the best engagement from their communications. Part of our focus was on ensuring that the content was delivered in a manner that complied with the GDPR and the Privacy and Electronic Communications Regulations (“PECR”).

Impact

The Information Commissioner’s Office (“ICO”), the UK’s data protection regulator, has focussed much of its enforcement activities (and levied large fines) on organisations that send marketing campaigns in a non-compliant manner. With fines of up to £500,000 under PECR and up to €20 million under the GDPR, there has never been a more important time to scrutinise marketing activities. That said, organisations still need to carry out marketing and grow their businesses. Our job is to help our clients stay on the right side of that line. This was particularly relevant in our client’s case, where the existence of wider group company businesses added to the risk of larger potential fines.

**Global branding
and creative
design business**

Legal directory extract

“Described as ‘genuine experts in niche areas’ of data protection law, Pritchetts Law has been considered ‘amazing value for money’. The practice is highlighted for its ‘high quality but pragmatic advice’.”

The Legal 500 UK 2019

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