

CASE STUDY



UNDERTAKING A WEBSITE COMPLIANCE PROJECT

Challenge

Our client is a global, full-service brand management business that works with dynamic brands in a range of industries. The way in which Ceuta works – and the entire ethos of its business – is based on innovation. It delivers tailored solutions that bring commercial success to brands in fast-changing national and global markets. Our client offers a complete suite of fully integrated brand services that are deployed through a single solution. They can be used individually or in combination to enhance, grow and support business.

Due to growth and change in the Ceuta Group, it needed a review of its online presence. It also required some help with creating new policies and legal agreements that could be used as templates to be tailored as appropriate across its 12 group companies. Our client was keen to ensure that it complied with the GDPR and the Privacy and Electronic Communications Regulations (“PECR”) across its websites and social media channels.

Solution

First, we helped Ceuta to review its current website presence. Next, we created a new privacy policy, terms and conditions, acceptable use policy and cookie policy for its website. Our client could then tailor these documents in order to apply them to its various group companies and social media channels.

Impact

Whether brand owners are entering a new market, managing a trade channel or realising the potential of a product idea, they are always asking, “What is the right path to growth?”

Our client’s job is to provide brand owners with advice, products and services to enable that growth. Our job was to ensure that our client did so in a way that was compliant and minimised risk to its businesses.



Global brand management business

Client testimonial

“[Pritchetts Law has] greatly assisted [us] in training key people and carrying out gap analysis in the area of data protection. [The firm has] taken great care in gaining knowledge of our company to ensure information and advice is relevant to our needs and we feel confident that any queries we have in this area will be dealt with professionally, concisely and efficiently, ensuring our company stays compliant.”

Helen Bolton, Facilities Manager, Ceuta Healthcare

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