

PRESS RELEASE
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GDPR: ARE YOU ADJUSTING TO A NEW DATA ENVIRONMENT?

January 2018 will see the launch of RGA's new DataLab, created in order to help companies prepare their data for the upcoming GDPR (General Data Protection Regulation (GDPR) (Regulation (EU) 2016/679) deadline. GDPR is a regulation by which the European Parliament, the Council of the European Union and the European Commission intend to strengthen and unify data protection for all individuals within the European Union.

Companies which do not request permission from customers before using their data, or do not tell their customers what the data will be used for, could face repercussions if they do not change their approach to data collection before the deadline of 25th May 2018.

In order to adjust to the new data environment, companies will be required to create a data audit and improve the accuracy of their data. The audit needs to include every single database, every spreadsheet, or .csv file on every laptop, computer and server that contains "personal" data. The origins of the data must be tagged. In addition, to ensure GDPR compliance, all databases will need to be synched.

To assist companies in this process, RGA is launching its DataLab, to prepare companies' data and will ensure data is compliant, accurate and responsive. RGA has the tools to ensure companies compile the information needed to maintain a marketing database compliant with GDPR regulations, and in so doing, increase the quality and effectiveness of data.

Gwyneth Gibbons, RGA Managing Director, said: "GDPR may be onerous but it's not all bad news. In fact, it presents an opportunity to transform your relationship with your clients. It just calls for a new approach and a new way of thinking. In the longer term the GDPR presents a great opportunity to get your data in shape and communicate more."

ENDS

Notes to Editors:

RGA is the UK's leading source for data and services targeting key conference, meeting and event buyers closely, strengthening trust and engagement with clients. It's now time to take GDPR from theory to practice.

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