From GDPR Compliance to Data-Led Marketing Solutions
Embracing the Opportunity

Delivering a hands-on solution to your organisation's GDPR requirements whilst preparing your data to drive customer relationship marketing and business development.

foundation

GDPR – are you ready?

We can help.

From May 25th, 2018 every business must adhere to European General Data Protection Regulation (GDPR) compliancy and be able to demonstrate that they are following the new rules. Any company or organisation, no matter their size, will have to comply with legislation regarding the secure collection, storage, handling and usage of personal information, and failure to do so could result in significant financial penalties.

For many companies the challenge of GDPR is not just getting to grips with the detail, but also finding the time to implement and document the necessary changes. This is where we can help.
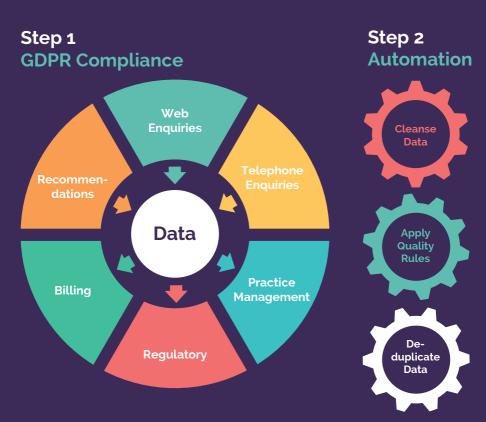
An opportunity, not a nightmare.

Most marketing agencies will run a mile when asked if they can offer practical support in organising and enhancing a client's data, but our team of data gurus love nothing more than turning your information nightmare into a dreamlike marketing database.

Not only will we take away the burden of you becoming GDPR compliant, we will do it in such a way that your data becomes a powerful marketing tool. Data-led marketing strategies will help you to build stronger relationships with your existing customers and find more like them.

**For more information on GDPR compliancy
or any of our services, please send an email to
hello@foundationmad.co.uk**

The Foundation Approach

The process of preparing your organisation for GDPR compliance begins with a data audit or 'MOT', from which we make recommendations to implement the modifications required. Considerations integral to our approach include data processes, data security, privacy notices, user policies, managing third parties, data breach response planning, testing and documentation.

Step 1
GDPR Compliance

- Web Enquiries
- Telephone Enquiries
- Practice Management
- Regulatory
- Billing
- Recommendations

Data

Step 2
Automation

- Cleanse Data
- Apply Quality Rules
- De-duplicate Data

Step 3
Data-Led Marketing

| Profiling & Segmentation of Data | Driving Loyalty, Cross-Selling & Up-Selling | Managing Dormancy & Reactivation | Identifying & Converting Prospects |