

WHY DATA PROTECTION MATTERS TO THE RETAIL INDUSTRY

1

Protecting Privacy

Your customers and your employees are your most important assets. The Data Protection Law gives you a framework to protect them, and thus protect your reputation and your business. Compliance with the Data Protection Law can give you a competitive advantage.

2

Personal data includes images

If you have CCTV in your stores then you are collecting images of your customers and staff. These images must be fairly obtained. You will need an adequate notice of CCTV use in order to uphold their privacy rights. If you have an online presence and use testimonials and photos of customers and staff, or run competitions, or sell goods online, you will need a robust privacy policy that you must enforce.

3

Awareness is growing

If you don't know your customers' and employees' data protection rights they will tell you! With claims, and ensuring their rewards, on the increase, non-compliance with data protection rights will inevitably result in unnecessary exposure that you could will not want.

4

Subject Access Requests

The majority of complaints to the Office of the Information Commissioner relate to subject access requests. For customers and staff, these are a common way of gaining information from the retailer, perhaps in advance of bringing a complaint or a claim against you. Knowing how to handle these requests should be a basic standard for retailers.

5

Data Protection Officers

The Data Protection Law requires certain types of organisations in certain circumstances to appoint a dedicated Data Protection Officer. Retail organisations need to consider if these requirements apply to them and then act accordingly.

6

Good data management

With some retailers employing large numbers of staff and engaging with large volumes of customers, it is vital to adopt simple but effective strategies for managing your personal information. The Data Protection Law sets the framework to assist you with this.