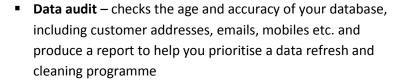# Spring clean your data

The General Data Protection Regulation (GDPR) comes into force on 25th May 2018. Are you ready?

If you haven't yet taken steps to comply with GDPR, don't worry, we're here to help. Our **GDPR Data Refresh** service identifies, cleans and removes inaccurate and out of date information quickly and efficiently enabling you to stay compliant with the new regulations.

How does the GDPR Data Refresh work?

As a Data Processor, Cascade3d can clean customer data for every department within your organisation. Depending on the size of your database we'll put together a package of services to meet your needs. These include:

- **Data audit** – checks the age and accuracy of your database, including customer addresses, emails, mobiles etc. and produce a report to help you prioritise a data refresh and cleaning programme

- **PAF cleaning** – matches addresses against the Postal Address File to identify incorrect records and update them. Records that cannot be matched are reported separately for investigation

- **Movers, goneaways and deceased customers** – identifies out of date records by matching them against the Experian Intact data list. Cascade3d then updates your direct debit payers list to ensure addresses are correct here too

- **Deduplication** – identifies any duplicates either within a single database or across multiple databases using sophisticated fuzzy matching routines. Often small typos and data entry differences can mask duplicates – we'll help you find them

- **Direct Debit matching** – checks the accuracy of the direct debits processed each month, especially where third parties are responsible for claiming the funds. The routines highlight any differences month-on-month and compare BACS processing files and rejections against the source database. This ensures customers pay exactly the right amount each month for the products and services they use

- **Data shredding and encryption** – allows personal data to be anonymised while still maintaining the integrity of reports. Cascade3d has data encryption capability for specified personal data fields, keeping data anonymised until accessed by secure key. This is especially useful for personal data which needs to be kept for many years but is not required for day-to-day business processes such as financial transactions

- **Invalid emails and telephone numbers** – checks the formatting of email addresses and telephone numbers (mobile and landline) and flag up any errors. Some corrections such as common typos and removing invalid email addresses after bounce backs can be automated saving you time and money

- **Pop-up notes and messages** – scans your database for anomalies and typos and sends emails to staff and customers to request corrections. Pop-up notes can be added to the customer record so staff can ask customers to check their details and update them at the time they visit.

- **Identifying customer activity** – reports the last activity of each customer, for example, access control swipes, transactions, BACS payments, bookings, wet and dry side courses, sessions and correspondence. This vital information helps to identify lapsed customers and decide which data elements should be removed or anonymised

As a Data Controller, you need to be confident that your customer data is accurate and up to date. You need to demonstrate that your organisation manages customer data responsibly and safely and that you have consent to do so.

Cascade3d has been auditing and cleaning data for over 15 years and we've helped hundreds of leisure, sport, fitness and healthcare organisations across the UK to manage and process their customer data.

GDPR is a serious topic and needs a safe pair of hands – here at Cascade3d we are ready to help.
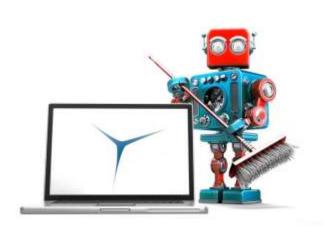
GDPR – spring into action

You only have until 25th May 2018 to make sure you are compliant, so if you would like us to spring clean your data please contact us ASAP
Call: **0844 7365227** or email: **contact-us@cascade3d.com**

Just give us a call to find out more:

- ☐ Data audit and cleaning priorities
- ☐ PAF cleaning
- ☐ Movers, goneaways and deceased
- ☐ Deduplication
- ☐ Direct Debit checks and matching
- ☐ Invalid emails and phone numbers
- ☐ Data shredding and encryption
- ☐ Pop-up notes and messages
- ☐ Data validation, identifying exceptions and anomalies

Cascade3d is an IoT and data analytics company based in The Cotswolds in the UK, providing database-driven solutions for the leisure, sport, fitness and healthcare sectors.

We work with a wide range of public, private and trust organisations delivering highly effective data analytics and marketing communications solutions.

Visit **www.cascade3d.com** to find out more.

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