

Keep it clean

The General Data Protection Regulation (GDPR) is now in force. Make sure you stay compliant with our Data Refresh service.

Now that your privacy policy has been rewritten and your mailing lists updated you might be wondering what you need to do next. It's important to have a process in place to keep customer information up to date and our **GDPR Data Refresh** service does just that. It identifies, cleans and removes inaccurate and out of date information quickly and efficiently enabling you to stay compliant with the new regulations.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- **Movers, goneaways and deceased customers** – identifies out of date records by matching them against the Experian Intact data list.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 flags 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 remains accurate and up to date. You need to demonstrate that your organisation is managing customer data responsibly and safely and that you have consent to do so.

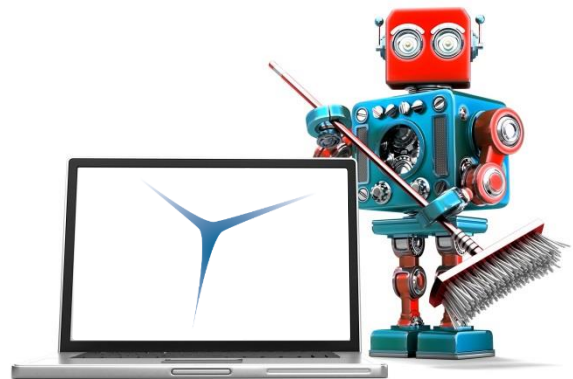
Cascade3d has been auditing and cleaning data for over 15 years and we've helped hundreds of leisure, sport, fitness and healthcare organisations across the UK to manage and process their customer data. GDPR is not just a one off activity, it's an ongoing process and needs a safe pair of hands – we are here to help you to keep it clean.

Need a refresh?

Please contact us on **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.
