Data Protection for Start-ups:

Things you need to know about current rules and how pending changes might impact business models and planning!

Date: 26th April 2012 at 2pm

Location: Invent DCU

Register: Email maria.johnston@invent.dcu.ie

Data Protection Compliance and respect for personal data privacy is an increasingly tricky area for organisations. However it can be made easier by making the right assumptions early in the life cycle of a business or service development. Whether it is the current Data Protection Acts or the forthcoming EU Data Protection Regulation, there are risks and pitfalls that business owners need to be aware of so that they can prioritise and resource effectively and avoid nasty surprises.

Did you know?

- The Data Protection Commissioner can (and has) ordered the deletion of customer databases that were obtained in ways that did not comply with the Data Protection Acts?
- Risk-adverse investors are increasingly aware of the “privacy dividend” associated with the commercial and brand impacts of an organisation getting it wrong with Data Privacy
- The media footprint of Data Protection (i.e. the potential to be exposed to brand risk) is growing exponentially.

In this workshop Daragh O Brien will take you through a whistle-stop tour of the current Data Protection rules and issues that they raise for business models and business development. He will also illustrate the media impact of data protection breaches and how the narrative focus is changing in the media. Finally he will present a “Bluffer’s Guide” to the new Data Protection Regulation and discuss the implications for SMEs and start-up businesses. The presentation will also include an anonymised case study on one Castlebridge Associates client’s who are “privacy obsessive” and the steps they have taken to anticipate challenges as part of developing their business model and their product.