

Customer Privacy: Data Protection Rights & Duties

What This Course Is About

This course is designed to raise awareness and understanding of the risks to customer privacy against which data protection laws are designed to protect and of the security measures required to mitigate those risks.

Who Should Attend

Anyone who handles or advises on the handling of customer data including customer-facing staff and their managers; marketing and accounts staff; in-house legal staff and designated Data Protection Officers

Benefits For Your Organisation

Reduced risk of breaches to customer privacy; improved data protection and information security practices; increased customer confidence and trust; better incident recognition and reporting.

Course Content

- Customers' privacy rights: an overview
- Definition of what constitutes personal data and the customer operations where it is used
- Applying the 8 data protection principles in day-to-day practice
- Unauthorized disclosure of customer data: some common mistakes and how to prevent them
- Identity theft and impersonation fraud: what they are and how to protect against them
- Collecting, storing and using personal data in accordance with customers' rights
- E-mail risks to privacy and data security
- Privacy and security good practice in relation to customer records and records management
- Requests for customers' data: identification and authorisation procedures
- Conditions for lawful processing: conditions where customers' consent is not required
- Exemptions and how they apply to specific business functions and operations
- Secure transport and transfer of personal data for authorised purposes
- Contracting with 3rd party data processors: terms, conditions and penalties for non-compliance

Learning Outcomes

Participants will be able to:

- Explain and define customers' rights regarding privacy and any information held about them
- Identify what constitutes fair and lawful processing in relation to customers' personal data
- Explain and apply data protection good practice in a customer service context
- Demonstrate consistent adherence to security policies and practices in their handling of customers' personal data
- Identify and report unauthorised access and use of customers' personal data
- Explain and apply enhanced standards and special rules regarding their specific function and the use of customers' personal data.

Learning Delivery

Courses run for ½, 1 or 2 days as appropriate to the scope of the client's training requirement. All courses include pre- and post-course assessments, are practical in their approach and use the following delivery methods:

- Group discussions
- Quizzes
- Spot-the-problem exercises
- Case studies.