

# London Borough of Barking and Dagenham Provides Vital Governmental Services and Marketing Compliance with OneTrust PreferenceChoice

## Fast Facts

Customer Name: London Borough of Barking & Dagenham

Industry: Government

Size: Enterprise

Region: UK

Key Regulations: GDPR

Products Used: Cookie Consent and Website Scanning, Consent and Preference Management, Data Subject Rights Management



London Borough of Barking and Dagenham is a local government organization for the East London borough of Barking and Dagenham. They provide a range of services for the borough's 200,000 residents including care for streets, highways and parks as well as social care, education, housing, building planning and control, job and career resources and more.

The borough interacts with every community member in some way, so Barking and Dagenham understands the importance of protecting the data they process in a way that is safe, secure, open and transparent.

*"OneTrust Data Subject Rights Management was a no brainer for us, it ensures that we can securely manage everything in our network in one place. It's an 11/10 to meet our needs."*

**Nick Lane**

HEAD OF CLIENT UNIT / PROPER OFFICER FOR REGISTRATION SERVICES AT BARKING AND DAGENHAM.

"When you're running programs like social care and housing applications, you are handling entirely sensitive personal data," said Nick Lane, Head of Client Unit / Proper Officer for Registration Services at Barking and Dagenham. "We need to have an extremely high standard of data protection and make sure that our citizens have confidence in our data protection protocols when they entrust us with their personal information."

## Overcoming Marketing Challenges with "Privacy Champions"

One of the biggest challenges Barking and Dagenham faced as a public authority is lack of capacity and maximizing time and resources. They found it difficult and inefficient to manage marketing compliance and data assets through excel and realized they could not have complete oversight of the organizations' 3,500 employees and the different methods they were using to manage data.


After testing several other solutions in the market, OneTrust stood out to Barking and Dagenham as a clear frontrunner for marketing compliance efforts. "When we evaluated other solutions, it became apparent that OneTrust is the most effective product on the market," said Lane. "The interface is so user friendly and can be managed in one dashboard; it is precisely what we need in this new digital era."

Barking and Dagenham's Data Protection Officer (DPO) created an internal team of "privacy champions" that is made up of asset information holders representing key parts of the organization. Each "champion" takes responsibility for their own team's data assets, which can then be reported back to the DPO, streamlining marketing, privacy and the use of OneTrust throughout the entire organization.



**OneTrust PreferenceChoice™**

CONSENT & PREFERENCE SOFTWARE



“OneTrust represents for us the best product in terms of giving us the ability to automate and disseminate the responsibility of data and asset management within the organization,” said Lane. “With their support we are able to embed privacy and marketing compliance across all our teams.”

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### Making Marketing Compliance Mainstream

Barking and Dagenham leverages OneTrust PreferenceChoice's full suite of solutions, including Cookie Consent and Website Scanning, Consent and Preference Management and Data Subject Rights Management to address marketing challenges.

Cookie Consent and Website Scanning allows Barking and Dagenham to take a detailed, customizable and granular approach to cookie compliance. Rather than outsourcing to a web development company they are now able to manage everything in OneTrust, allowing them to become more aware of any changes on the website, prompting them to make updates if needed. “OneTrust Cookie Consent fit seamlessly into our marketing compliance program,” said Lane. “We can manage everything in one place and make changes very quickly and easily.”

While doing data mapping for privacy compliance, Barking and Dagenham realized some of the data they process has complex requirements around consent, prompting them to add the OneTrust Consent and Preference Module into their privacy and marketing compliance program. “Our team is identifying services within the organization that have complicated consent processes and we are looking forward to working with OneTrust to better automate and streamline this process,” said Lane.

The team is currently working on implementing OneTrust's Data Subject Rights Management module to manage, respond and fully automate the full lifecycle for subject rights requests. “OneTrust Data Subject Rights Management was a no brainer for us, it ensures that we can securely manage everything in our network in one place,” said Lane. “It's an 11/10 to meet our needs.”

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### Embedding Marketing and Privacy by Design into the Organization

As Barking and Dagenham looks ahead to what's next for their privacy and marketing program, they are looking forward to enhancing their use of current OneTrust modules such as Consent and Preference Management and continuing to fully implement the Data Subject Rights Management module.

The team has their sights set on continuing to embed privacy by design into the organization and demonstrating to the Borough of Barking and Dagenham's citizens that they are managing their data in a safe and transparent way.

“OneTrust was entirely what we needed, it covered every base,” said Lane. “It allowed us not only to assure ourselves that we are managing our own data assets appropriately, but also showed our citizens that we are properly handling their personal data.”