

# WHY PRIVACY TRAINING IS ESSENTIAL TO PROTECT YOUR BUSINESS

INDUSTRY: Services-led organisation



## Background

### 60% of data breaches are due to human error

The digital revolution is seeing many organisations move away from the traditional business model of offline and manual processes to digital and data-driven strategies that promise greater efficiency and superior customer experience. With this change, companies are faced with a lack of data security knowledge across the board. Without the correct training or policies and procedures in place, companies can be at risk of breaching data compliance – which can deeply impact their business.

These risks include:

ADMA has been a thought leader in privacy and marketing compliance for over 20 years. Our CEO Jodie Sangster, a privacy lawyer, has been instrumental in developing the industry code for Privacy and Marketing Compliance in Australia. She also serves on the Global Direct Marketing Association as Chair, leading discussions in global trends and privacy.

We have trained hundreds of marketers in Privacy and Compliance. In particular, we provide businesses with a Data Pass, only awarded when a business has been privacy-trained and tested, and the majority of staff passing training. The Data Pass, awarded annually, indicates the company has a deep level of knowledge and understanding in the use of data and its associated compliance requirements.

## Challenge

Recently, ADMA was approached by a prominent services-led organisation that was transitioning from largely offline manual processes to becoming a digitally-led company.

After a security audit, it was found that this well-trusted organisation had significant weaknesses regarding data privacy. Their privacy procedures, practices and policies were found to be outdated, meaning the staff had little knowledge of the true meaning of privacy. They were not adequately safeguarding the organisation from risk of a data breach.

With more and more data being captured and used by the company, an understanding of the obligations and responsibilities of staff when handling data was urgent and vital.

The challenge was to ensure an organisation of 300+ staff, from executive to customer-facing levels, received tailored privacy training - in a way that was relevant to their area of the business - to minimise risk of a data breach.



**FINANCIAL IMPACT:** recent changes to data breach notification laws see companies **facing fines of up to \$360,000 for an individual breach and \$1,800,000** for companies. To avoid this, it is imperative for businesses to educate their staff from top-down to ensure their stakeholders, customers and staff are not put at risk.



**BRAND IMPACT:** with more and more incidents of data breaches occurring, be it through malicious acts or human error, **a company's brand and integrity are at risk**, which can be highly damaging to an organisation.



**DATA USE:** being able to leverage data insights is a competitive advantage for organisations, but it's vital for that data use to be compliant. Having **highly skilled and trained staff** in this area is pertinent to ensure business strategies are not impacted by gaps in security measures.

# Solution

In this organisation, the handling of private data – and the ramifications of improper handling of data – had different meanings for different areas of the business.

So to begin, in consultation with the organisation, we developed a pyramid, grouping the company into 4 different levels of privacy training.

**LEVEL 1:** Customer facing teams

**LEVEL 2:** Back office (accounts, marketing, sales)

**LEVEL 3:** Dedicated risk teams

**LEVEL 4:** Executive / senior management

Using our Privacy and Compliance Training course materials, we tailored the material to be specific to each level in the context of this business, and what was most important to each particular business area. We also incorporated the processes used by the client so that in addition to understanding their obligations, staff were sure to understand the processes and procedures used to meet them.

There were 4 stages of delivery:

- **Discovery** - gaining understanding of the business, culture and preferred training methods.
- **Build** - tailoring the training materials for each business level.
- **Pilot** - 3 day in-house testing with selected participants from each level to capture feedback.
- **Delivery** - a variety of in-house training, licensed materials and recorded sessions for a learning management system.

With the rise of CRM systems, often accessible by entire businesses, the need for all staff training is the most essential and effective way to minimise data breach risk.

“Businesses today need to use data more and more, this comes with a responsibility to clients, customers, shareholders and to staff to ensure they are minimising any risk,” says Richard Harris, Managing Director of ADMA IQ Corporate. “And the only way to overcome this is through thorough and up-to-date training.”



What we know is that 60% of data breaches occur because of human error,” says Richard Harris, Managing Director of ADMA IQ Corporate. “While there was a need for this company to update their policies and procedures, the largest component was the need for their staff to be aware of data risks.



# Results

This training is currently underway within the organisation, and we’ve received good feedback.

When asked how they would rate the course, out of a total of 56 responses, results were:

- **41.10% excellent**
- **57.10% good**
- **1.80% average**

When asked why they gave this score, we received the following comments:

“Enlightening. I found the course explained boundaries of communicating really well and the importance of protecting ourselves in communications.”

“It changed my thinking about data and how we use it and how it’s used by other companies.”

“The course content related to most parts of the business which is great.”

Additionally, 94.6% found the content relevant to their role.

As we continue to roll out training across this business, we will work with them to find a solution for ongoing annual training, to keep their knowledge relevant – and to accommodate inductions for new staff within the business.

**Protect your business!**

Get in touch with our education team on 02 9277 5400 or at [iq@adma.com.au](mailto:iq@adma.com.au) today.