

MAZDA UK

BACKGROUND

Mazda is one of the world's leading car manufacturers. Established in Japan in 1920, Mazda has developed a global reach and has been importing cars to the UK since 1969, establishing Mazda UK in 2001. Mazda UK, based in Kent, is a subsidiary of Mazda Corporation. It employs over 120 staff and sells up to 50,000 cars every year across 125 dealerships. Mazda designs its cars with the driver in mind, following the Japanese principle of Jinba Ittai, and prides itself on providing great customer experiences and satisfaction.

CHALLENGE



HIGH NUMBER OF
DATA SUBJECTS



LARGE VOLUMES OF
PERSONAL DATA



DATA SUBJECT
RIGHTS REQUESTS



66

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Shirley Aston-Tang // CRM Manager, Mazda

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SOLUTION

Whilst already providing internal data protection training to staff, Mazda UK wanted their Customer Service team who deal with large volumes of personal data to have a higher level of data protection awareness. Mazda UK therefore engaged with The DPO Centre to provide them with additional bespoke training sessions to further elevate their knowledge. The training content was tailored to their industry and highlighted the data protection considerations most relevant to the Customer Service team in order to provide the most value. The DPO Centre also incorporated information from internal data protection policies and procedures to ensure that attendees were educated on procedures specific to Mazda UK.

Each module was followed by a knowledge validation test to help demonstrate learning and understanding. The DPO Centre provided Mazda UK with a record of these test scores and pass certificates which help demonstrate compliance with the UK GDPR's Accountability principle, as well as being beneficial for Mazda UK's wider CPD programme.

OUTCOME

Shirley Aston-Tang, CRM Manager at Mazda UK, said:
“We are very happy with the training service provided by The DPO Centre. The sessions were engaging and highly informative; it was evident that they had spent time understanding our needs and the particular data protection considerations that our Customer Service team need to be aware of. The training sessions have given us even more confidence that we can deal with any data protection issues that arise swiftly and effectively.”

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