

# STRATEGIQ

## BACKGROUND

StrategiQ is a strategy-first marketing agency that is “fuelled by ambition”. By uncovering valuable market insights, revealing competitor beating opportunities, and defining and delivering effective marketing strategies, their team helps ambitious brands outperform their objectives. They are a collective of approximately 50 experts across Suffolk, London and the Midlands. Every member of their diverse team has their own marketing specialty which enables them to support their clients to drive effective marketing campaigns across a variety of channels and mediums.

## CHALLENGE



**RAPID  
GROWTH**



**STAFF  
UPSKILLING**



**MARKETING  
INDUSTRY**

“

We are extremely happy with the service that we received from The DPO Centre. Their bespoke training sessions were highly informative and engaging.”

Lauren Oliver // Data Protection Lead, StrategiQ

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## SOLUTION

While already having a good grasp of data protection and the UK GDPR, StrategiQ wanted to take their understanding to the next level so they could better support their clients. The DPO Centre engaged with StrategiQ to build a bespoke training experience to further enhance their knowledge. The training materials were tailored to their industry needs, with an additional teaching module that focused on how data protection legislation impacts marketing specifically. The DPO Centre also conducted audit checks to get a full understanding of StrategiQ's needs and business model which helped to create that bespoke training experience.

The training delivered by The DPO Centre has enabled StrategiQ to better engage with their clients' data protection requirements whilst ensuring that they are compliant themselves. The DPO Centre provided StrategiQ with a record of the training delivered, and provided certificates of completion for each attendees following a short test used to validate understanding. This documentation will aid StrategiQ in demonstrating their compliance with UK GDPR's accountability principle.

## OUTCOME

**Lauren Oliver, Data Protection Lead at StrategiQ**, said: "We are extremely happy with the service that we received from The DPO Centre. Their bespoke training sessions were highly informative and engaging. The audit that they completed with us prior to the training showed that they really wanted to understand our needs and wants before they built the training modules. The training sessions have given us the confidence to go back to our clients and make sure that they are aware of their own data protection obligations, as we now are of our own."

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