

STRATEGIQ

BACKGROUND

StrategiQ is a UK-based integrated marketing agency, with over 50 experts across offices in Ipswich, London and the Midlands. Every member of their diverse team is a specialist in their field, enabling the company to drive effective, coordinated marketing campaigns for clients across a comprehensive range of channels and media.

As a strategy-first agency, StrategiQ works with clients to uncover valuable market insights and gain a competitive edge by targeting the right audiences. Using highly effective marketing strategies, this approach helps ambitious brands successfully outperform their goals and act as a catalyst for business growth.

CHALLENGE



**RAPID
GROWTH**



**STAFF
UPSKILLING**



**MARKETING
INDUSTRY**

StrategiQ

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**James Bavington // 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, conducting audit checks to get a full understanding of their needs and business model before building a bespoke training experience to further enhance their knowledge. The training materials were tailored to StrategiQ's industry needs, with an additional teaching module focused on how data protection legislation impacts marketing specifically.

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

OUTCOME

James Bavington, Data Protection Lead at StrategiQ, said: "We are extremely happy with the service we received from The DPO Centre. Their bespoke training sessions were highly informative and engaging. The audit 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 are now of our own."

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