

COES

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BACKGROUND

Coes is a third-generation family business known for quality clothing and exceptional, personalised customer service. Founded in 1928, the company now operates seven premium outfitters across East Anglia, including its flagship store in Ipswich. Alongside its in-store services, Coes also offers online sales and a click-and-collect service.

Coes prioritises both innovation and a personalised customer experience, which includes maintaining some paper-based practices. The challenge was to ensure GDPR compliance without disrupting this core element of their customer experience or incurring unnecessary expense.

KEY CHALLENGES



**RELIANCE ON
PAPER-BASED
SYSTEMS**



**EMBEDDING
DATA
MINIMISATION**



**STAFF
AWARENESS AND
TRAINING**

COES

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William Coe, Managing Director at Coes

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SOLUTION

A pragmatic, risk-based approach was taken during the data audit phase to reflect the realities of Coes' working practices. Particular focus was given to staff training, helping employees understand the importance of protecting personal data, especially when handling physical records.

Data minimisation techniques were applied wherever practical, and data retention practices were updated to reduce unnecessary storage of personal information. Policies were carefully tailored to align with existing systems, ensuring both GDPR-compliance and operational continuity.

Coes now benefits from ongoing outsourced DPO support, who continues to deliver training across the wider group, including at Goldings of Newmarket and Goddards of King's Lynn.

OUTCOME

William Coe, Managing Director at Coes, said: 'We put our customers at the heart of everything we do, so being compliant with data protection legislation was at the forefront of our minds. At the same time, we didn't want to radically change our trusted systems and processes.

'The DPO Centre's DPOs have been sensitive to this throughout the entire process. During both the initial Impact Assessment and ongoing DPO services, we received practical, pragmatic assistance, which has been delivered in a reasoned and constructive way. By implementing the DPO Centre's advice, we are confident that Coes are adequately and appropriately protecting the personal data of our staff, customers, and suppliers.'

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William Coe, Managing Director at Coes