

KYNETEC

BACKGROUND

Kynetec is a global leader in market insights for the animal health and agriculture sectors, working across six continents. The organisation collects and processes data on product availability, usage, and performance to support clients in building effective business strategies. Through specialist research, Kynetec helps its clients make informed, data-driven decisions.

With complex global operations and a large network of external contractors, Kynetec sought expert support to strengthen its GDPR compliance and improve data governance across its business functions.

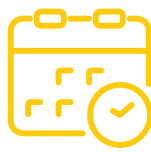
KEY CHALLENGES



**MANAGING THIRD
PARTY
CONTRACTORS**



**REVIEWING
COMPLEX DPAS**



**IMPLEMENTING
RETENTION
SCHEDULES**

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SOLUTION

The DPO Centre worked with Kynetec's leadership team and GDPR steering group to assess the organisation's initial compliance posture and identify key areas for improvement. This included a detailed data mapping exercise and risk assessments across multiple business functions. Based on the findings, a structured action plan was developed to help demonstrate compliance with the GDPR.

Kynetec appointed an outsourced Data Protection Officer from The DPO Centre to support its internal GDPR leads. Together, they made significant progress in implementing the improvements identified during the assessment, including refining third-party processes and formalising retention practices. The DPO Centre also provided ongoing access to its advice line, enabling the Kynetec team to resolve day-to-day queries efficiently, even when their dedicated DPO was not on-site.

OUTCOME

Cameron McAnsh, the Global Head of Information Technology at Kynetec, said: 'The global reach of Kynetec has created many challenges for our data protection compliance. However, The DPO Centre has been a great help in identifying where improvements were needed and implementing the appropriate solutions.

'Our outsourced DPO from The DPO Centre is able to provide our GDPR team with the right advice and support when they require, enabling them to keep progressing towards achieving our long-term data protection goals. Now, more than ever, we are confident that with the help the DPO Centre provides, we can continue to deliver high quality market research to our clients without compromising on data protection.'

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