



# MAZDA

## BACKGROUND

Mazda UK is the British subsidiary of global car manufacturer Mazda Corporation. Established in 2001 and based in Kent, the company employs over 120 staff and sells up to 50,000 vehicles annually through a network of 125 dealerships. Guided by the Japanese principle of Jinba Ittai, meaning 'horse and rider as one', Mazda continues to build on its long-standing reputation for driver-focused design and customer satisfaction.

Mazda UK wanted to enhance the data protection knowledge of its Customer Service team, who regularly handle large volumes of personal data. They engaged The DPO Centre to deliver expert-led data protection training sessions.

## KEY CHALLENGES



**CONDUCTING  
DATA PROTECTION  
TRAINING**



**HANDLING LARGE  
QUANTITIES OF  
PERSONAL DATA**



**RESPONDING TO  
DSARS**



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Shirley Aston-Tang, CRM Manager at Mazda

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## SOLUTION

The DPO Centre delivered bespoke training sessions across Mazda UK's Customer Service Team. The sessions were tailored to the automotive sector and focused on the data protection considerations most relevant to front-line teams, particularly in relation to data subject rights and customer interactions. Training content was aligned with Mazda UK's internal data protection policies and procedures, ensuring practical relevance and consistency with internal practices.

Each module concluded with a knowledge validation test designed to demonstrate learning and understanding. Participants received pass certificates upon completion, while Mazda UK was provided with documented test scores. These records support the organisation's compliance with the UK GDPR's Accountability principle and contribute to its wider Continued Professional Development (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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