



STRATEGIQ

BACKGROUND

StrategiQ is a UK-based integrated marketing agency with more than 50 specialists working across Ipswich, London and the Midlands. The agency delivers coordinated, multi-channel marketing campaigns for a diverse range of clients. With a strategy-first mindset, StrategiQ helps ambitious brands unlock valuable market insights, reach the right audiences, and drive sustained business growth.

StrategiQ contacted The DPO Centre to further enhance their data protection knowledge, ensuring their internal practices remained compliant during business growth, while enabling them to better support clients.

KEY CHALLENGES



**UPSKILLING
STAFF ON UK
GDPR**



**MANAGING
SECTOR-SPECIFIC
OBLIGATIONS**



**SUPPORTING
CLIENT
COMPLIANCE**

STRATEGIQ®

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James Bavington, Data Protection Lead at StrategiQ

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SOLUTION

The DPO Centre began by conducting a high-level review to better understand StrategiQ's operating model and training needs. A tailored training programme was then delivered, incorporating a dedicated module on the specific impact of data protection legislation on marketing practices.

The session helped enhance internal awareness of the UK General Data Protection Regulation (GDPR) and equipped the team with practical strategies for supporting clients with their own data protection requirements.

A short knowledge check followed the training, with completion certificates and supporting records supplied to help demonstrate compliance with the UK GDPR's Accountability requirements.

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.'

We are **extremely happy** with the service we received from The DPO Centre... they really wanted to **understand our needs.**

James Bavington, Data Protection Lead at StrategiQ