

## LEAF

## BACKGROUND

Leaf is an AdTech company providing end-to-end performance marketing and data science for the next generation of eCommerce brands. Specialising in performance intelligence, Leaf offers creative services and data engineering to enhance operational efficiency and drive digital revenue growth.

Based in Newcastle, UK, Leaf has approximately 40 employees. The company initially contacted The DPO Centre to undertake a data protection compliance audit to identify any gaps within the company's existing framework.



## KEY CHALLENGES



COMPLEX DATA  
PROCESSES



POLICIES AND  
DOCUMENTATION



DATA  
MINIMISATION

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Helga Alvarez, CTO at Leaf

## SOLUTIONS

The designated Data Protection Officer (DPO) completed a comprehensive data protection audit of Leaf's processes and frameworks. The audit prioritised the identification of the highest risks and the key vulnerabilities. This focussed approach addressed any potential weaknesses and facilitated a targeted strategy for enhanced data security and compliance measures.

The DPO and wider DPO Centre team worked with Leaf's CEO, CTO, and stakeholders, providing a tailored solution. The collaborative workflow not only improved Leaf's compliance framework, but also established a robust and more effective system to ensure adherence to legal standards and best practices going forward.

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## OUTCOME

**Helga Alvarez, CTO at Leaf**, said: 'Working with The DPO Centre was a breeze. They're like partners in navigating data protection. They tackled everything, from complex legal jargon to intricate technical diagrams, with ease. Their team was always on hand, ready to dive into any challenge we presented, making the whole process worry-free.'

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