Data Protection for Start-ups Seminar

Invent DCU was delighted to welcome Daragh O’Brien, founder and CEO of Castlebridge Associates to deliver a seminar entitled: Data Protection for Start-ups: Things you need to know about current rules and how pending changes might impact business models and planning! The seminar was held in Invent on 26th April and was delivered to a packed audience.

Data Protection Compliance and respect for personal data privacy is an increasingly tricky area for organisations. However it can be made easier by making the right assumptions early in the life cycle of a business or service development. Whether it is the current Data Protection Acts or the forthcoming EU Data Protection Regulation, there are risks and pitfalls that business owners need to be aware of so that they can prioritise and resource effectively and avoid nasty surprises.

Did you know?

- The Data Protection Commissioner can (and has) ordered the deletion of customer databases that were obtained in ways that did not comply with the Data Protection Acts?
- Risk-adverse investors are increasingly aware of the “privacy dividend” associated with the commercial and brand impacts of an organisation getting it wrong with Data Privacy.
- The media footprint of Data Protection (i.e. the potential to be exposed to brand risk) is growing exponentially.

In this seminar, Daragh took us through a whistle-stop tour of the current Data Protection rules and issues that they raise for business models and business development. He also illustrated the media impact of data protection breaches and how the narrative focus is changing in the media. Finally he presented a “Bluffer’s Guide” to the new Data Protection Regulation and discussed the implications for SMEs and start-up businesses.