



Press Cutting:


The Software Bureau
PM Bulletin
19th December 2007

PrecisionMarketing  **MarketingWeek.co.uk** 

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DM chief takes top role in Barclays shake-up

Barclays' head of response-based marketing David Jeppeson has been promoted to marketing director of retail, following the bank's decision to split the group role vacated by Jim Hytner in the summer.
[DM chief takes top role in Barclays shake-up](#)



Industry blasts fresh data-gate fiasco

The industry has been left stunned by the Government's latest data blunder 'double whammy', claiming that the entire fiasco could have been avoided by using secure network transfer.
[Industry blasts fresh data-gate fiasco](#)

Thomas backs new powers, despite Govt exemption

The Information Commissioner (ICO), Richard Thomas has welcomed the Government's pledge to introduce new sanctions under the Data Protection Act, following the latest data blunder to hit the Government, despite the fact that the Government will still be...
[Thomas backs new powers, despite Govt exemption](#)

Facebook sues porn site

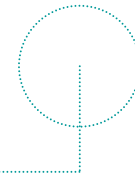
Global social networking giant Facebook is suing a Canadian pornography website for trying to illegally obtain data about its users.
[Facebook sues porn site](#)

Abbey pushes credit card for Christmas

Abbey urging its customers to use their credit cards in the run-up to Christmas, through a major direct campaign.
[Abbey pushes credit card for Christmas](#)

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Industry blasts fresh data-gate fiasco [email article to a friend](#)

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The industry has been left 'astonished' by the Government's latest data blunder 'double whammy', claiming that the entire fiasco could have been avoided by using secure network transfer.

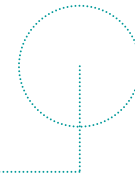
The latest scandal, which has seen 3 million DVLA records go missing in the US and another 6,500 at HM Revenue & Customs (HMRC), follows the loss of data on 25 million Child Benefit claimants.

Datahold managing director Jed Mooney says: "Leading data bureaux now use virtual private networks (VPNs) as the de facto method to hold and manage data. It means that you don't have to send data anywhere - everything is accessed electronically. VPNs also have unparalleled levels of data security because (a) data isn't 'sent' anywhere and (b) VPN systems are firewalled with outstanding levels of security.

"We have a team of 60 staff in the Philippines from which we process much, but not all, of our UK clients' data processing and data management requirements. Data isn't sent anywhere, it often doesn't even leave a client's building - all that happens is that using VPN we can access and manage that data securely - even from thousands of miles away."

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DLG group communications director Richard Webster says: "This latest blunder is frankly astonishing. HMRC has admitted that the missing 'learner driver data' is the seventh such 'loss' of sensitive, personal information in recent weeks and only today we are hearing how pension details of thousands of customers in Wales have also been lost.

"Why are the ruling elite still choosing to send such intimate and very personal information by courier or post? In this day and age there is the technology to securely transfer, hold and manage this type of data – businesses up and down the country do this every day using a variety of means including sophisticated encryption software, private servers & networks and of course the internet without any problems whatsoever. So one would respectfully suggest the Government should get themselves into the 21st Century when it comes to the safe and secure management and transfer of private data.

"Otherwise it won't be long before public confidence hits rock bottom; not only in our governing legislature but in business more generally and moreover in the basic protection of one of our most fundamental rights and freedoms as citizens of this country – our identity."

Meanwhile, The Software Bureau sales director David Murray comments: "It is now time for all responsible data owners to distance themselves from this recent fiasco and stand up and reassure an otherwise nervous public the lengths that responsible companies go to in ensuring that the personal data they hold is held securely, transferred securely and is only available to people authorised to receive it.

"The technology is there now. Not only has there been a vast array of software available to store and mine data, but also to clean and suppress data in a secure, ethical environment."

Simon Lawrence, chief executive of Information Arts, says: "The truth of the matter is data companies transfer and manage data of this sort on a daily basis in a secure and seamless manner, whether it be business data, consumer records or both.

"This begs the question should the Government take a lesson in the importance of sound data management from the world of business? The truth is they can learn a huge amount from the way private businesses operate. Technology does and will continue to play an import role in the transferring and management of secure data and the government needs to ensure it is not lagging behind in the use of technology to deliver a first rate service."

