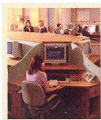


## Press Cutting:

## The Software Bureau Precision Marketing 30<sup>th</sup> November 2007



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# Precision Marketing

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## Industry fears data-gate backlash

Jenny Hoffbrand

The direct marketing industry is bracing itself for the fallout from last week's HM Revenue & Customs data loss crisis, with many people fearful that consumers will be much more wary of parting with their data in the future.

Scott Logie, strategy director at Occam, says: "As an individual I would be worried as well. The number of places where we fill in personal details has increased hugely in recent times."

He stresses that the onus is now on UK companies to reassure consumers that their data is in safe hands. "It is entirely feasible to protect all customer data," says Logie. "All that it

takes is a dedication to data security that most of the respectable like-minded companies in the UK have."

Nigel Magson, managing director at Talking Numbers warns that it is the responsibility of the data industry to ensure their clients are aware of potential data security risks.

He says: "Any data supplier should respect and acknowledge the fact that their client counterparts are not going to be as experienced or knowledgeable in the field of data."

Now that brands are more aware of the importance of data security, many industry experts are hailing the Government crisis as a much-needed wake-up call.

"The industry will benefit



### Parliament

The Government has been under pressure since the data-gate news broke

from this data scare," says Paul Kennedy, head of professional services, at Broadsystem. "It has demonstrated that data management is not necessarily

about the lowest cost solution but the best value investment incorporating data management risk."

David Murray, sales director

at The Software Bureau, also thinks the data scare will improve the state of data handling in the UK. He says: "Rather than relying on lady luck, companies need to employ strict security measures by using the latest software. The old adage of 99 per cent right is 100 per cent wrong could definitely be applied to any lapses in data handling and security."

The loss of data in transit from HMRC to the National Audit Office has already prompted many companies to carry out security audits. The misplaced disks held the personal details of 25 million child benefit recipients.

See Leader, page 14. Visit [precisionmarketing.co.uk](http://precisionmarketing.co.uk) for further coverage