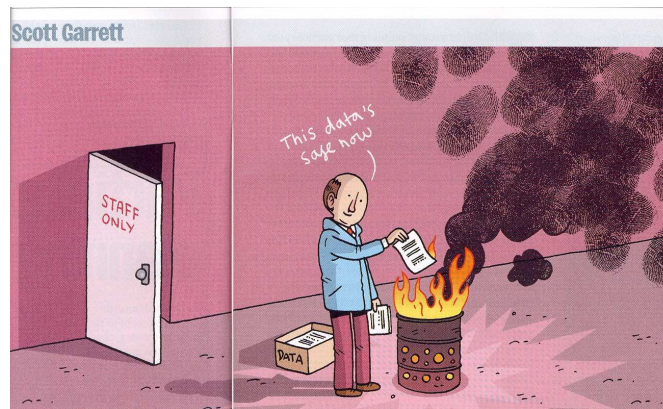
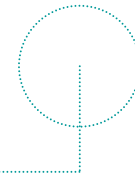


Press Cutting:

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Processing data in-house offers better protection

The article by Rosie Chapman on keeping data safe (1 October, page 20) raised an often overlooked but serious issue for charities. Storing and using supporter data is a major part of most charities' day-to-day strategies. I would agree with Rosie's point that the fact that there have not been any large-scale cases of loss of charity data yet doesn't mean there won't be in future.

Outsourcing data processing can result in a significant loss of control over the protection of data. Charities need to remember that they are ultimately responsible for problems, even if the fault is not directly theirs.

The technology is now available for charities to process their data in-house. This rules out any potential mishaps at the hands of a third party, without compromising on the quality of the service and the final product. Charities have a responsibility to their donors to keep their personal information safe, especially in times when consumer confidence is at an all-time low.

**Mark Dobson, client services director,
the Software Bureau, Lavenham,
Suffolk**

