



Confidence in your data security

Data is a profitable asset; ensure it never becomes a costly risk.



What is DataSeal?

Developed in conjunction with BSI Management Systems, DataSeal is the only data security standard for data-owning and data-handling companies in the one-to-one marketing industry.

Through certification, your customers, clients and regulators can be confident that you operate within a tried and tested framework that far exceeds the minimum legal requirements.



How will DataSeal certification benefit my business?

DataSeal provides an accessible, cost-effective and credible route for you to show you have the right information security systems in place.

Certification means having the confidence that data remains a profitable asset for building customer relationships – and reduces the potential for it to turn into a commercial risk.



Is DataSeal certification right for my business?

Having the right consumer data privacy protections in place is now a necessity for companies to hone their competitive edge.

DataSeal has been developed for both data owners – such as brands that maintain customer databases in-house for one-to-one marketing – and for supplier businesses that handle data for their clients.

If you hold information on your customers, or handle it on behalf of your clients, then DataSeal certification is a must to:

- provide your customers, prospects or clients with instant assurance that you're committed to protecting their data
- minimise your risk of data loss or misuse
- minimise your risk of adverse publicity, brand damage and business loss



DataSeal is a product of The Direct Marketing Association (UK) Ltd.

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How do we achieve DataSeal certification?

The route to gaining DataSeal certification is incredibly simple.

1. Getting started: complete the application form.
2. Background: once we've determined the size and number of sites where your information is stored/processed we'll then schedule our partner, DQM, for an onsite pre-audit – if you think you need one.
3. Pre-audit check: DQM will perform a full pre-audit check of all DataSeal certification criteria and give you a comprehensive gap analysis and report providing you with actionable recommendations.
4. Last step: the final audit and certification must be scheduled and completed within 12 months of the pre-audit.

You'll be provided with the tools and guidance necessary at every stage, making the process time and resource efficient for your team.



We already hold ISO 27001, what do we need to do?

If your organisation has achieved ISO 27001 certification through a UKAS-approved body, then you're eligible for expedited DataSeal certification. If you don't, then DataSeal certification is the first stage on your route to attaining ISO 27001. Please contact us at datasealenquiries@dma.org.uk to learn more.



How can I find out more about DataSeal?

For full details on the DataSeal certification process, to access the DataSeal self-assessment tool and to download the application form, please visit: www.dma.org.uk/product/dataseal

Or contact us at:



datasealenquiries@dma.org.uk



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Sponsor



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Auditor



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