



DS DASH:  
GDPR 

# DS Dash: GDPR & Retail Services

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## Retail Datasheet

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GDPR is often seen as a technical and web enforcement regulation – protecting personal data and reviewing and managing mailing lists, servers and processes.

Retailers are exposed to scrutiny under compliance legislation.

These are the most sensitive areas:

- CCTV capturing and recording unauthorised images of individuals
- No connection of such images to any GDPR platform
- Suppliers and Retailers need to be clearly defined under GDPR rules
- Access Control management needs to be defined
- Call Centres and voice files recognising GDPR requests

Suggested DS Dash:GDPR Services to meet these needs:

- CCTV SARS Redaction immediate availability, on-demand service
- Management of all CCTV output and reduce costs of CCTV SARS by 80% or more
- CCTV reduce time to complete accurate CCTV SARS and share redacted CCTV with the relevant authorities
- HR Records, employees past and present and candidates
- Suppliers Processed to meet standards
- GDPR compliant physical access control
- ID Control
- Customer data duly processed
- Call Centres – voice transcription, SARs and Breach management
- Security management for data, authorisation process
- Stock Control

The culture of retail focuses on sales, with specialist areas that deal with complaints.

This siloed approach to skills has meant that not everyone has sufficient knowledge of GDPR. There is no such thing as a GDPR call centre department.

It is essential that the most junior of operators and employees should have a basic knowledge of the GDPR framework. And the DPO needs transparency on the call centre.



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## Case Study

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- Large retailer with a significant contact centre base uses DS Dash to transcribe voice conversations and search out GDPR elements for legal and DPO review.
- Benefits: 85% reduction to teams of paralegals sifting through every recorded conversation

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## DS Dash: GDPR and Voice Transcription Services

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- Act in real time, searching voice conversations for GDPR relevant phrases and extracting that element and posting it on the DS GDPR Dashboard for the attention of the DPO.
- This means that reaction time is only a few minutes: there is no need for anyone to hear entire conversations trying to eke out something that may or may not be relevant.
- DS Dash: GDPR manages the entire GDPR process, from Audit to Subject Access requests and Breach management. A single point of reference for managing GDPR
- DS Dash: GDPR offers training for all levels of personnel to ensure compliance with the current legislation.



Features	Benefits
Annual licence based pricing	Fixed Price and tax efficient budgeting
Dashboard for consultants, DPOs and end users	Effective management of GDPR and compliance processes
Supplements an existing team	Avoids the cost of recruitment or HR management and time
Archive facility	Meets compliance criteria including privacy statements, templates and audits
On-demand access to subject matter experts	Delivers up to date regulatory support for cyber security, privacy and data protection
Data Breach Reports	Manages Data breach support for emergency incidents
Tagging of Keywords and Phrases	Sets controls for searches and deletion of data
Harnessing Voice files for GDPR and Evidential weight	Fast real time transcription of the relevant part of the conversation
Hosted in the UK	In accordance with GDPR and other compliance regulations



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