London Borough of Barking and Dagenham Provides Vital Governmental Services and Protects Resident’s Data with OneTrust

Fast Facts
Customer Name: London Borough of Barking & Dagenham
Industry: Government
Size: Enterprise
Region: UK
Key Regulations addressed: GDPR
Products: Assessment Automation, Consent and Preference Management, Cookie Consent and Website Scanning, Data Mapping Automation, Data Subject Rights Management, Incident and Breach Response

London Borough of Barking and Dagenham is a local government organization for the East London borough of Barking and Dagenham. They provide a range of services for the borough’s 200,000 residents including care for streets, highways and parks as well as social care, education, housing, building planning and control, job and career resources and more.

The borough interacts with every community member in some way, so Barking and Dagenham understands the importance of protecting the data they process in a way that is safe, secure, open and transparent.

“Overcoming Challenges with “Privacy Champions”

One of the biggest challenges Barking and Dagenham faced as a public authority is lack of capacity and maximizing time and resources. They found it difficult and inefficient to manage data assets through excel and realized they could not have complete oversight of the organization’s 3,500 employees and the different methods they were using to manage data.

After testing several other solutions in the market, OneTrust stood out to Barking and Dagenham as a clear frontrunner. “When we evaluated other solutions, it became apparent that OneTrust is the most effective product on the market,” said Lane. “The interface is so user friendly and can be managed in one dashboard; it is precisely what we need in this new digital era.”

Barking and Dagenham’s Data Protection Officer (DPO) created an internal team of “privacy champions” that is made up of asset information holders representing key parts of the organization. Each “champion” takes responsibility for their own team’s data assets, which can then be reported back to the DPO, streamlining privacy and the use of OneTrust throughout the entire organization.

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HEAD OF CLIENT UNIT / PROPER OFFICER FOR REGISTRATION SERVICES AT BARKING AND DAGENHAM.

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organization," said Lane. “With their support we are able to embed privacy across all our teams.”

“The cookie consent and website scanning module allows Barking and Dagenham to take a detailed, customizable and granular approach to cookie compliance. Rather than outsourcing to a web development company they are now able to manage everything in OneTrust, allowing them to become more aware of any changes on the website, prompting them to make updates if needed.

Since Barking and Dagenham processes sensitive data, the use of the Incident and Breach Response module has been instrumental for their privacy program. Through OneTrust’s self-service tool, anyone within the organization can easily self-report a possible breach, and the DPO is then alerted and can make a decision on next steps. “With Incident and Breach Response we can devolve responsibility to other areas of the organization,” said Lane. “This allows us to mainstream and embed the process of data protection across the entire public authority.”

Embedding Privacy by Design into the Organization

As Barking and Dagenham looks ahead to what’s next for their privacy program, they are looking forward to enhancing their use of current OneTrust modules such as Consent and Preference Management and also plan to fully implement the Data Subject Rights Management module.

The team has their sights set on continuing to embed privacy by design into the organization and demonstrating to the Borough of Barking and Dagenham’s citizens that they are managing their data in a safe and transparent way.

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