It’s Official: Your Data is Safe With Us

Wednesday 13 January, 2016

Customer data is possibly the most important asset a company holds. So anyone would be forgiven for not wanting to pass it over to anyone who might - unwittingly or not - expose it to the dark world of cyber crime.

With our recent ISO 27001 accreditation, Prime Group customers can rest assured that we have taken a 'belt and braces' approach to making sure that should never happen.

The 2015 Deloitte Consumer Review found that, with as much as 20% of consumers suffering financial loss through cyber crime, they are becoming increasingly distrustful of companies that hold and process their data. The research indicates that 84% of consumers think companies should 'be held responsible for ensuring the security of user data and personal information online' and 73% would think twice about using companies 'that failed to keep their data safe.'

To be honest, that came as no real surprise to Prime; we've had working practises in place to counter these threats for years. What our ISO accreditation means though, is that you no longer simply have to take our word for it!

ISO 27001 is the international standard that specifies a process for controlling and improving the way an organisation manages its information security. Having the standard helps us identify any risks regarding important information we hold that relates to our customers and acknowledges that we have in place the appropriate controls to help counter and reduce such risks.

It covers the data-handling of all customer information, including any private/financial data and everything relating to *their* customers, such as data required for the personalisation of marketing and promotional materials and communications across multiple channels. It also means we have systems in place to recover operations quickly in the event of a crash or potential security breach, enabling us to continue our work for customers with minimal down-time.

ISO 27001 is based around continual improvement and requires that we regularly review the effectiveness of our information security management system (ISMS) and take action to address new and emerging security risks.

So client information is as secure in our hands as it can possibly be *at the moment*. But complacency is not an option; information security is an on-going battle and something we continually monitor, further strengthening whenever necessary.

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