



2nd Floor, Monument House, 215 Marsh Road, Pinner, Middlesex HA5 5NE, United Kingdom
Tel: +44 (0)20 8868 9200 Fax: +44 (0)20 8868 5215 e-mail: info@privacylaws.com www.privacylaws.com

Media information

7 July 2009

Communicating privacy messages effectively

Communicating the reputational risks of poor data handling to employees was the challenge highlighted by Matt Pepper of creative agency Blue Goose when he addressed an international privacy conference this week (July 8, 2009).

Every year there are approximately 65,000 known cases of attempted identity theft and criminals are increasingly targeting banks because of the valuable information they hold. Blue Goose developed an award winning campaign for Barclays to engage employees and help them understand the importance of dealing with customer's personal information appropriately.

"Data privacy is the lifeblood of Barclays, it transcends structure, function and location. The 'Think Privacy' campaign was designed to make people really think about how they handle personal data and the consequences."

Matt was addressing the 22nd international privacy laws & business conference held at St John's College, Cambridge, this week. He added: "More and more companies are realising that bad publicity as a result of failing to safeguard personal data can damage their reputations and affect the bottom line."

Ends

For further information contact Janet Rafferty, 07912 295282 or e-mail

janet@thessageconsultancy.com

Notes to editors

1. Privacy Laws & Business 22nd Annual International Conference: Privacy as a business risk for top management: Compliance in the credit crunch, 6-8 July 2009, St. John's College, Cambridge. To see the full programme please visit <http://www.privacylaws.com/annualconference>
2. Privacy Laws & Business provides an independent international privacy laws information service. Clients include many of the world's largest companies and specialist lawyers in almost 50 countries. In the United Kingdom, the company provides services to help its private and public sector clients comply with both the Data Protection Act and the Freedom of Information Act. The company's website is www.privacylaws.com