



DID YOU KNOW?

According to a recent government survey, 36 per cent of UK businesses are fully aware of the General Data Protection Regulation (GDPR) requirements and the implications if those requirements are not met. Furthermore, only 6 per cent of UK businesses report being completely prepared to meet GDPR requirements. To ensure that your business is compliant and prepared, continue reading.

IN THIS ISSUE

7 Tips to Obtain GDPR Consent

The General Data Protection Regulation sets a high standard for consent, and the penalties for non-compliance are steep. Prepare for this significant change with these seven practical tips.

Stronger Storms and Floods Stress Need for Business Continuity Planning

To ensure that your organisation is adequately prepared for the potentially devastating winter rains and floods, put together a business continuity plan.

Choosing Employers' Liability Limits

By law, your business is required to purchase £5 million of employers' liability cover, but depending on a range of factors, you may need a higher limit. To help you figure out how much you need, continue reading.

7 Tips to Obtain GDPR Consent

On 25 May 2018, the General Data Protection Regulation (GDPR) comes into effect, which expands the rights of individuals and their data while placing greater obligations on organisations that process personal data.

However, one of the most important GDPR changes involves strengthening consent standards. Failure to obtain proper consent to process data, which includes contacting individuals, could result in significant fines. The maximum fine tops out at €20 million, or 4 per cent of global turnover, whichever is higher. To help your organisation comply, here are seven practical tips on how to obtain consent:

1. **Audit your mailing list.** Review each entry on your mailing list to identify whether you have a record of clients opting in. If you don't have any record, remove that client from your mailing list. For new clients, have them double opt-in, which requires them to click a link to confirm that they knowingly have signed up for your mailing list.
2. **Assess your current process for collecting personal data.** Evaluate whether your current process has an active and obvious opt-in. Additionally, keep well-organised records that clearly outline what individuals have consented to, what they were told, and when and how they consented.
3. **Review what data you are collecting.** Re-examine the personal data you're collecting from clients and decide whether each item is necessary, or if there is some piece of data that you're missing.
4. **Develop a content marketing strategy.** Tailor content to your prospective clients. Consider requiring customers to share their contact information in order to download a piece of content.
5. **Integrate a pop-up on your website.** When visitors view your website's landing page, a pop-up should greet them and ask them to sign up for your mailing list.
6. **Provide your sales team with training on social media techniques.** Your sales reps should utilise social media to create a more organic connection with potential clients rather than relying only on email.
7. **Begin the process of centralising all of your personal data into one single and secure platform.** As part of your new platform, your clients should be able to access their data, review its proposed usage and make any necessary changes.



Choosing Employers' Liability Limits

Employers' liability (EL) insurance protects your business from claims of negligence made by employees who have suffered an injury or ill health due to their work. If your business employs workers based in England, Scotland, Wales or Northern Ireland (including offshore installations or associated structures), your business must carry EL cover to avoid substantial fines.

Your business is required to carry at least £5 million of EL cover. However, depending on the size and the nature of your business, the minimum level of cover may not offer adequate protection. To figure out what your EL limits may be, here are six considerations:

- 1. Multiple claimants:** Your EL limit applies to each claim individually. While the minimum limit should be able to handle a single claim, keep in mind that multiple claims can emerge from a single incident.
- 2. Nature of activities:** Injuries that require continuous care tend to have larger EL claims than those involving death. Review what activities your staff participate in to better gauge the potential cost of an EL claim.
- 3. Inner limits:** Learn your policy limitations to better insulate your business from risks.
- 4. Concentration of staff:** If your staff is concentrated in one main area or several smaller ones, you may need a higher EL limit because an incident that affects one employee could easily affect them all.
- 5. Hazardous locations:** Some locations—such as production lines, railways and construction sites—are more susceptible to incidents. These incidents are likely to involve a greater number of people.
- 6. Future circumstances:** EL claims can be filed years after employees have ended their working relationship with your business. During this time, much could change to affect the final settlement values.

Stronger Storms and Floods Stress Need for Continuity Planning

Hurricanes Harvey and Irma caused an estimated \$150 billion to \$200 billion in damages to Texas and Florida in the United States, according to Moody's Analytics. The increased devastation by hurricanes in the States has a connection to the heightened risk of unprecedented rainfall in the United Kingdom. This winter, the Met Office predicts a 1 in 3 chance of a new monthly rainfall record in at least one region. Last year, flood and storm damage cost the UK economy an estimated £1.3 billion, and this year is expected to be worse.

Floods and other natural catastrophes are increasing in number and intensity. Even though floods cannot be completely avoided, your organisation can begin preparing to reduce the potential damages. One of the best ways to do that is to develop a business continuity plan. While your plan will be unique to your organisation and its needs, it should at least involve the following practices:

- **Analyse your organisation.** Review each room, floor and utility in your organisation. As part of this inspection, be aware of how to shut off your mains supply and record what valuable items, stock and fittings are stored in each room. You should have clear, concise records of what you noted during your inspection.
- **Assess the risks to your organisation.** Conduct a thorough risk assessment and record any risks.
- **Develop a strategy to address each risk.** For each identified risk, devise and outline at least one solution. For some potential risks, such as gaps in your walls and floors, you should address them now before the rain starts.
- **Develop your plans.** In general, you should have a plan for what to do after a flood warning has been announced and what to do after a flood. This should involve continuity plans with suppliers and clients as well as clean-up procedures.
- **Review your plans.** Review your plan at least annually and make adjustments, if necessary. In addition, review and revise your plan after a flood to ensure that it is as up to date as possible.

Business continuity planning is only half as effective without comprehensive flood insurance. For more information about how your organisation can protect itself from flood damage, contact the professionals at **Crendon Insurance Brokers Ltd** today.

COST OF PAST FLOODS

2013-14: £1.1 BILLION

2015-16: £1.3 BILLION

Source: Association of British Insurers

CIPROFILE

