



Postcode News 90

Winter Q.1/18

GDPR is coming. Are you ready?

In less than 5 months the General Data Protection Regulation becomes law. We want to do our bit to help you comply with the requirement for data accuracy. It's not too late to find and plug the gaps. Find out inside how you can get more peace of mind.

At the AFD Group, we want to impact the wider world for good. Another successful year for the Group has enabled us to give away £1.25M to charities doing some great work locally, nationally and internationally. Even more exciting is that our staff get to decide where the money goes! Read more inside.





GDPR - Problem or Opportunity?

After four years of preparation and debate, the General Data Protection Regulation (GDPR) was finally approved by the EU Parliament on 14th April 2016.

The EU GDPR replaces the Data Protection Directive 95/46/EC. Its purpose is to synchronise laws on data privacy throughout Europe and to align how organisations handle data privacy.

It will enter into force on 25th May 2018 - at which time those in non-compliance will face the risk of heavy fines – up to 20 million Euros or 4% of global turnover annually (whichever is higher).

Awareness

Like most organisations, we are grappling with the implications of the General Data Protection Regulation. As a responsible business in our own

right and as a highly reputable data supplier, AFD has always been extremely aware of the issues of Data Protection. As we have climbed the mountain in all aspects of our business we are now even more aware than ever of data, processes, and security. We have looked under every stone and into each corner.

Accuracy

When it comes to how AFD Software can help your organisation in relation to GDPR compliance we know that our main contribution is in the realm of contact data accuracy.

The regulations are clear - Article 5.1 of the GDPR states that “**Personal data shall be: (d) accurate and, where necessary, kept up to date; every reasonable step must be taken to ensure that personal data that are inaccurate, having regard to the purposes for which they are processed, are erased or rectified without delay**”.



So, what could go wrong?

Getting contact data right has two central aspects. Accuracy at the point of collection, then keeping it that way.

An unclear delivery address, an incomplete name, a mis-keyed email address or phone number can lead to the intended person not receiving the communication, the goods or the services. Worse still, the delivery may go to the wrong person. People make mistakes, in fact mistakes are very easy to make. The cost of mistakes to your organisation can be considerable. This is not just about keeping a new regulation – it is about retaining your customers, maintaining your reputation and reducing the costs of correction. It's about repeat business and loyalty.

When address data was originally collected it may have been accurate. But address data changes. Over the past 12 months alone, there were over 90,000 changes to addresses and nearly 500,000 new addresses added to the Royal Mail PAF file. So what can you do?



GDPR

General Data Protection Regulation



Act NOW!



As a first step, we recommend you upload all address data on your systems to our free secure, confidential data-healthcheck service. This will produce a clear report showing you the condition of the data. After you receive the report one of our experienced data consultants will be able to help you navigate what to do next.

www.afd.co.uk/healthcheck

A second step is to conduct a “Gap Analysis” on your data capture and entry systems. Where is the data entered? Who is entering the data? Onto what systems? What data is being entered? How is each data item being validated? How and when is it reviewed? We have produced a simple template to get you started.

AFD’s Gap Analysis Template helps you to conduct an audit of what Basic Personal Data is entered (keyed) into what system, database or website.

Basic data means Address, Personal Name, Email Address, Landline, Mobile Number and Organisation Name.

The template makes it easy for you to record whether or not each data item is validated at the point of entry. After completion, a simple filter will show you a list of all systems, databases, and websites where a data item is not yet being validated and maintained. You can download the free template from

www.afd.co.uk/gapanalysis

If you can share the results with us – we can advise you how to get to a better place.

It is worth remembering that the AFD range of name, address, bank and email validation software is ready to help with your organisation’s GDPR compliance.

Our team of experienced data quality consultants are ready to help. Book your free personal data quality consultation with Joel Miller on **01624 811 709** or email joel.miller@afd.co.uk





AFD Software

Charity Event 2017

Imagine being able to revolutionise education with relational-based, project-based learning that arouses and sustains a child's curiosity.

What about using horse carriages to increase the confidence of those unable to ride and to improve their physical and mental health?

Or being present in 37 countries, exposing poverty and helping with practical ways to end it by working to change current systems that marginalise the poor.

The charities that do these things are Chapel Street Community Fund, Manx Carriage Driving 4 Disabled and Christian Aid. At the annual AFD Group charity event in December they told stories of the impact on thousands of lives and families.

The event, held at the Group HQ at the Mountain View Innovation Centre on the Isle of Man, celebrated the fact that more than 60 charities nominated by AFD staff and Directors received a total of over £1,250,000 during 2017. David Dorricott, AFD Group Managing Director said "A core motivation for profit is to make life better for others. The lives of thousands of people have been enriched and empowered through carefully-channelled funds. We are delighted that such a wide range of charities has captured the imagination of our staff."

See all the charities supported by the 2017 event (and past events) at www.afd.co.uk/charity

www.chapelst.org
www.mcd4d.org
www.christianaid.org.uk



Between October and December 2017 there were significant updates to data on the Royal Mail Postcode Address File (PAF). These included 22 new localities; 7,923 new postcodes; 96,774 new delivery points and 24,988 delivery point changes.

New Localities

Postcode	Double Dependant Locality	Dependant Locality	Post Town
BH20 4		NORTHPORT	WAREHAM
BT92 3		TEESNAGHTAN	ENNISKILLEN
CB2 0		CAMBRIDGE BIOMEDICAL CAMPUS	CAMBRIDGE
CF10 5		BUTETOWN	CARDIFF
CW9 5		WITTON	NORTHWICH
DN20 9		GREETWELL	BRIGG
EX1 3		TITHEBARN	EXETER
IM99 8		PORT ERIN	ISLE OF MAN
MK17 7		EAGLE FARM NORTH	MILTON KEYNES
MK17 7		EAGLE FARM SOUTH	MILTON KEYNES
MK17 8		GLEBE FARM	MILTON KEYNES
NE23 1		ST. NICHOLAS MANOR	CRAMLINGTON
NE63 9		WINDMILL PARK	ASHINGTON
PE30 4		HARDWICK NARROWS	KING'S LYNN
PE7 8		HAMPTON WATERS	PETERBOROUGH
S75 5	STONE CROSS PARK	KEXBROUGH	BARNSELY
SG18 8		STRATTON BUSINESS PARK	BIGGLESWADE
SG5 4		FAIRFIELD	HITCHIN
SK17 0	HIGH NEEDHAM	EARL STERNDALE	BUXTON
WA3 3	STONE CROSS PARK	GOLBORNE	WARRINGTON
WF17 0		SOOTHILL	BATLEY
WV8 1		BILBROOK	WOLVERHAMPTON

The most up-to-date PAF data is available now in our latest Q.1/18 update. You can order updates for any AFD Software solution by calling **01624 811711** or email postcode@afd.co.uk



Lindsey Corkill

Finance Assistant and Events Team Leader

A small island in the Irish Sea (the Isle of Man) is the base from which Lindsey has explored the world – apart from Antarctica, “the only continent I haven’t visited – yet!”. Her many exciting adventures include paragliding 1,400 metres off Babadag Mountain in Turkey, bungee jumping and white-water rafting in the Kuranda rainforest in Australia and (randomly) getting a guest slot on a local radio station in The Gambia.

Lindsey joined the AFD Finance team in October 2016, bringing with her a wealth of experience in Finance, VAT, and Marketing. She also has a family background in the hospitality industry, and part of her bespoke role includes looking after events on site and building the AFD community. Lindsey has already been instrumental in the successful organisation of the AFD Group staff and family summer social and Christmas party, and many more on-site events are in the planning.

On the home front, Lindsey describes daughter Isla as “the light of my life – when she is sleeping”. With her husband Luke, they spend a lot of time rambling in the countryside, sea-fishing, wild camping, and wild swimming – which helps to exhaust three energetic dogs.

“I love working with the AFD Group – it’s a progressive business and no two days are the same.”

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