

# Rhino ADi Automotive Data Intelligence.

**Managed database services to assist  
with GDPR - Europe's biggest ever  
change to data regulations.**



## What is GDPR?

GDPR (General Data Protection Regulation) is the new legislation replacing the Data Protection Directive and is set to be the biggest ever change to data regulation in Europe. It comes into force on 25th May 2018 – so you need to prepare to ensure your marketing activities comply.

## Why has it been implemented?

The new law aims to give individuals stronger rights when it comes to their personal data. This includes anything that could directly or indirectly identify an individual.

## What does it mean for your business?

GDPR applies to all European businesses. Anybody who collects, stores or processes the personal data of EU citizens – whether they process it outside of the EU or within – must comply to the new regulations, so you must ensure your marketing activity falls within the law. This means you need to monitor how personal data you use is:

- Captured
- Stored
- Processed
- Protected
- Used
- Transferred
- Held (the length of time you can hold it for)

If you don't, you could face fines of up to **20 million Euros or 4% of your annual global turnover**. That could be catastrophic for your business!

## Your database

Data is at the heart of marketing. It's too important to leave it to chance. So how up to date is your database? How often are you updating it? And how often should you be updating it?

Over 21,000 people move house every day in the UK. Add un-deliverables, gone-aways, deaths and incomplete data files to that number and your data could be as much as 25% out of date.

## The implications of incorrect data

With potentially 25% of your data incorrect, you could be wasting a lot of time and money. Sending fantastic marketing material is great, but you need to be sending it to the right person at the right place for it to reach its full potential! Not to mention the hefty fine imposed on those in breach of GDPR.

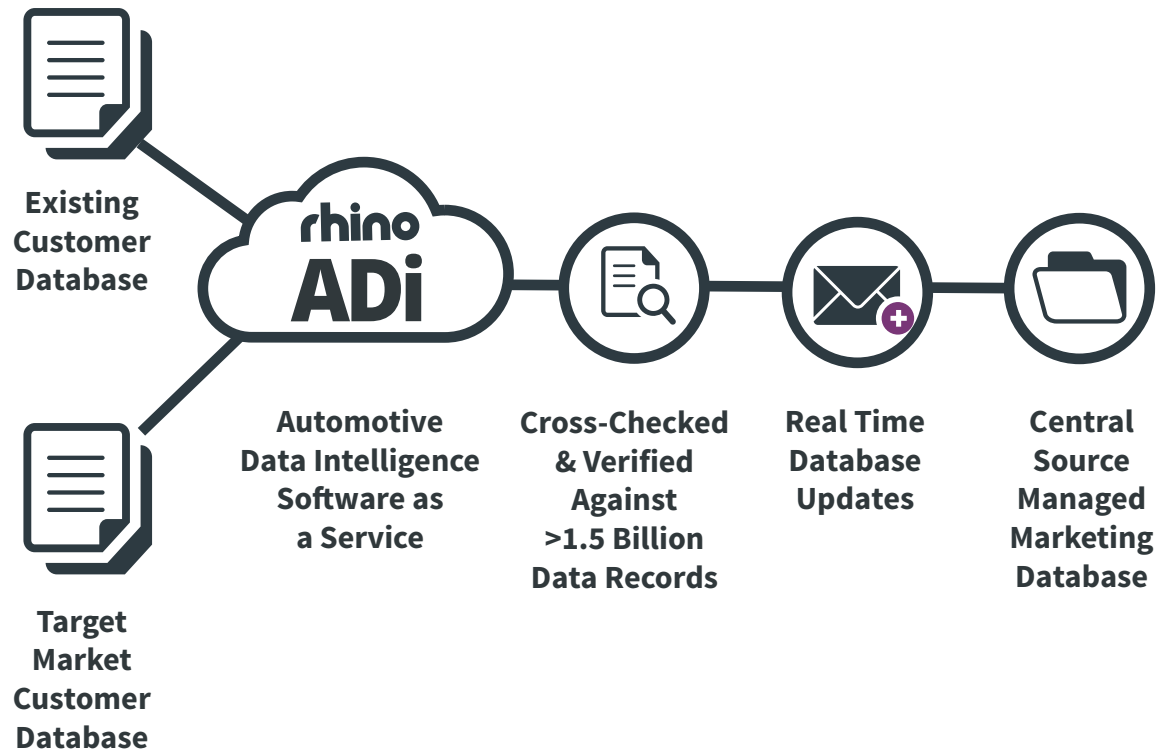
Fines of up to **20 million Euros** or **4%** of your annual **global turnover**.



## How can we help?

With all this in mind, now is the time to get on top of your data processes before it's too late – that's where we come in. Rhino offer a single source, managed service with no risk.

With the complexity of the new law, you need a dedicated team of experienced professionals behind you to keep you up to date. With ongoing support to ensure you're kept in the loop with data regulation, you can continue to reach your marketing goals without disruption. Keep stress to a minimum and focus on your campaigns safe in the knowledge that Rhino have got it under control on your behalf.





## Rhino ADi

With Rhino ADi, we've developed the UK's most advanced data cleansing system - offering you a distinct advantage over your competitors, with the ability to instantly check, cleanse, replenish, validate and enrich your customer database at the touch of a button - keeping your data well and truly up-to-date.

By regularly maintaining your database, imagine just how much marketing budget you could save by contacting the right people, at the right time, with the right message.

## Why Rhino?

We have 20 years experience in marketing and already provide a data cleansing service, so you know you'll receive the highest quality work from our team for the best price.

We're one of the UK's leading integrated marketing and events agencies. Rhino are a team of passionate graphic designers, advertising, digital development and print people delivering full in-house marketing and communications services.


Rhino is an innovative company specialising in the automotive sector. Whatever marketing campaign you're looking to achieve or digital project you wish to launch, we have the products, services and expertise to help you to succeed.


The statistics speak for themselves – invest in looking after your data and your returns will improve. It's really that simple. Speak to us about how we can help today. Because you can't put a price on peace of mind!

- Rhino ADi is a web based, self-service offering, therefore easy to use and available 24 hours a day.
- Screens over 1.5 billion records from 36 datasets including Experian, Equifax, and Royal Mail.
- Rhino ADi is GDPR compliant, from transfer of data to delivery of results, the entire process is ISO 27001 compliant.
- Peace of mind - with Rhino ADi access to data is limited with secure password protection.
- All data is stored in the UK, once the data is supplied, it does not move from our ISO 27001 servers, anyone who needs access does so from a single point.


# Let's Talk.

Should you have any questions or would like to discuss anything presented in this document, please do not hesitate to contact the Rhino team.

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