



Data Privacy
& Security
Advisors LLC

CASE STUDY

Compliance as a Differentiator:
Jamaican Data Protection Act



The Challenge



Our client is a **Jamaican e-commerce business that collects and processes a significant amount of personal data** from Jamaican citizens for various purposes, including marketing, customer service, financial transactions, and purchase-delivery.

In the highly competitive e-commerce industry, customer trust and data security are paramount, and recognizing the importance of data protection, our client wanted to **proactively embrace compliance** with the Jamaican Data Protection Act (JDPA), leveraging it as a **unique selling point to stand out in the market**.

But first, our client needed to **understand the intricacies of JDPA and how it applied to their business**, particularly given the large amount of customer data collected for transactions, marketing, and customer support.

The Solution



DPSA developed a multi-phased program from the results of our initial JDPA Gap Assessment to understand the organization's current data privacy practices, policies, and procedures.

Phase I:

- **Privacy Policies and Notices:** updated privacy policies and notices to provide clear information about data processing activities, purposes, and rights of data subjects.
- **Data Mapping and Inventory:** initiated a thorough data audit, identifying what data was collected, why it was collected, where it was stored, and who had access to it.
- **Third-Party Data Processors:** drafted contract language to include necessary data protection clauses.

Phase II:

- **Consent & Data Subject Rights:** developed processes for obtaining consent and managing the right to access, correct/delete, and opt-out.
- **Data Protection Impact Assessments (DPIAs):** conducted DPIAs to assess and mitigate potential privacy risks and for annual submission to the Commissioner.

Phase III:

- **Employee Training:** delivered to foster a culture of data protection awareness and responsibility throughout the organization.
- **Appoint a Data Protection Officer (DPO):** assisted the company in designating a DPO and completing the registration with the Commissioner.

The Outcome



Our client's commitment to JDPA compliance was not just about adhering to legal requirements; it was about delivering an exceptional level of data protection and privacy to their customers.

Their proactive approach to JDPA compliance was a powerful differentiator in the market, allowing them to **attract and retain customers** who valued data protection and to **gain a competitive edge** in the highly competitive e-commerce industry.

In partnership with DPSA, our client:

- Achieved JDPA compliance and better understands the flow of personal data into, across, and outside the organization.
- Gained customer trust through their commitment to data protection, resulting in increased customer loyalty and a growing customer base.
- Improved the customer experience through clear and transparent consent mechanisms that led to higher opt-in rates for marketing communication.
- Significantly enhanced their data security measures, reducing the risk of data breaches.
- Leveraged a proactive approach to JDPA compliance as a key differentiator in the competitive e-commerce market, setting them apart from competitors.

About Data Privacy & Security Advisors LLC

With demonstrated expertise building actionable privacy and data security strategies to lead our clients through the changing regulatory landscape, Data Privacy & Security Advisors' ("DPSA") diverse group of experts bring more than 25 years' experience in delivering tailored programs and providing pragmatic strategies to help our clients protect the trust of their customers and mitigate financial and legal risks to their organization.

Unique in a boutique firm, our team is exclusively senior practitioners and includes former Corporate Privacy Officers, Corporate Information Security Officers, and Partners from the "Big 4" Consulting Firms – bringing a diversity of perspective from both in-house and external roles.

Our mission: to mitigate the pervasive feeling among our clients of "death by a thousand cuts" as new, always slightly different, privacy regulations are enacted.

Active thought-leaders in the Privacy Community, the DPSA leadership team has seats on the International Association of Privacy Professionals' ("IAPP") Advisory Boards and is frequently asked to speak at both IAPP and other industry events.

Our clients range from start-ups to multinationals, and include B2B businesses, higher education institutions, traditional and online media, mobile application developers, technology, and financial services companies.

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