



## **Leicester Tigers recruit ThinkMarble to tackle GDPR compliance**

Leicester Tigers have built one of the biggest fan bases in Premiership Rugby but the club's popularity created a data protection problem as the GDPR implementation date approached.

The Tigers routinely process and hold data from ticket sales including names, addresses, phone numbers, email addresses, dates of birth and payment information on around 100,000 customers. The club also holds some highly sensitive data, including the medical records of players and information about the children who attend its rugby camps or receive support from the club's community work.

A data breach that exposed some of this sensitive information could result in a catastrophic fine under GDPR, but the damage to the club's reputation could be even more harmful.

To secure all the data about the players, supporters, and community in line with GDPR requirements, Leicester Tigers sought professional assistance from ThinkMarble, an information security firm that provides strategic advice on regulatory compliance.

"We started off with an exploratory contract with them which involved an online gap analysis," Phil Everitt, management information systems manager at Leicester Tigers, tells *Computerworld UK*.

"That was a questionnaire that I had to complete on all aspects of our data - where it was held, how it was held, who held it, what access we had, and what were the reasons for that access. It was quite in depth, and from that, they produced a report which highlighted all the different areas of data protection in a traffic light system. In green areas, we were fully compliant, in red we weren't compliant and in orange, we were halfway there.

"They produced a report from the gap analysis which I presented to our board of directors and from that we set up a contract with them to address all of the amber and red issues."

For the next few months, Everitt worked with ThinkMarble to turn the traffic lights green by resolving any issues and updating policies wherever they were required.

## Winning tactics

The issues that ThinkMarble identified mostly involved some of the new requirements introduced by GDPR that didn't exist under the 1998 Data Protection Act preceded it.

Consent for data collection now requires a positive opt-in for each individual processing operation conducted by the club or any of its partners, such as every sponsor that wants to send marketing materials.

GDPR also brings in stricter requirements on the storage of personal data, with an emphasis on minimising both the volume of information stored and the length of time it's retained.