

# Off-the-job apply activity - Agile GDPR backlog refinement

You are a Data Protection Officer (DPO) of Cosmetics International Limited based in London. Your organisation introduced a new make-up line *Shine-N-B-Fine* that can be sourced based on a variable colour palette. The initial sales of the product are lower than prior forecasts.

A meeting commissioned by your Marketing department has just concluded, where the Sales team produced a product features' analysis and a recommendation that the product be broken down into geographical variations that should be marketed differently in different regions, also suggesting that this will maximise sales revenue to better hit the forecasts.

Based on this information, vice president VP Marketing added a user story to your Jira Backlog that says:

## **Epic – Shine-N-B-Fine soft launch (100 points)**

### **User Story (8 points)**

**As: VP Marketing, I want: an analytics dashboard to classify Shine-N-B-Fine user numbers geographically, so that: I can optimise marketing plan for the product**

### **Acceptance criteria:**

- **The solution should be self-service**
- **This should be accessible by Marketing and Sales teams**
- **Should take into account all the potential buyers that we have data about in the Enterprise Data Warehouse (EDW) + partner data through ingestion Application Programming Interface (API)**
- **The data points required are age range, gender, region, postcode, disposable income, is this a previous buyer of Cosmetics International ranges, skin tone (or estimate if absent)**
- **Should feed into Automated Sales and Distribution Support System (ASDSS)**

*A rumour ensued that this user story may potentially cause additional overhead. You are called in to a backlog refinement meeting to answer the following questions:*

1. Will any GDPR restrictions apply?
2. What rights can the data subjects exercise? Enumerate and explain in detail.
3. Is a DPIA required? Justify why or why not.
4. What other recommendations do you have?
5. Do you include the story in this sprint?
6. Do you suggest any additional acceptance criteria?
7. Review the User Story points.