

Cunniffe Electric Limited

This case study back to end of 2016 and beginnings of 2017 when people started to complained about marketing text messages from Cunniffe Electric Limited. The company used customers details without getting any permission from the customer or include that option in the registration form.

Regarding the GDPR Cunniffe Electric Limited should add following principles in them company standard roles:

- 1- Lawfulness, Fairness and Transparency.
- 2- Purpose Limitation (processing data only for the identified and explicit original purpose).
- 3- Storage Limitation
- 4- Integrity and Confidentiality.
- 5- Accountability.

As the company had previously received a warning, the Data Protection Commissioner decided to prosecute it in relation to the most recent offences. At Galway District Court on 4 July 2017, Cunniffe Electric Limited entered a guilty plea for the sending of an unsolicited marketing text message without consent. In lieu of a conviction and fine, the Court asked the company to make a contribution of €500 to the Court Poor Box and it then struck out the charges. The company agreed to make a contribution towards the prosecution costs of the Data Protection Commissioner. (dataprotection.ie, 2017)

To mitigate these issues and avoid to have any GDPR breaking in law, the company can do the following:

- Put standard GDP roles for all customer and employee personal data.
- Give the authority for trusted and limited employees to access and use the data with specific roles.
- Review GDPR roles continuously.
- Make sure all the infrastructure secured, protected and up-to-date.

References:

- Dataprotection.ie, (2017) Pre-GDPR, Case Studies, Available from: <https://www.dataprotection.ie/en/pre-gdpr/case-studies>, [Accessed: 12 July 2021]