



RED CLOVER

ADVISORS

Red Clover Advisors helps dynamic individuals and businesses create a customized, affordable privacy program to grow their brand fearlessly and make loyal customers for life.

Our privacy consultancy designs custom programs to fit the size and diversity of your business which include GDPR Compliance, operationalizing privacy, digital governance, online data strategy, and much more.

Below you will find the entire scope of our privacy services broken down into their relevant categories. Yes, some of the terms are pretty technical. If

you find yourself wanting to back away slowly, we promise you're not alone. We have to keep the legislative lingo here so that those who are well-versed with the terminology can see we're the real deal. If you don't understand something, **drop me an email** or, even better, **arrange a free consultation** and we'll break it down together.

A well thought out privacy strategy can be your competitive advantage. It can make the difference between customers for life and fickle window shoppers. Show them that you care enough to keep their secrets safe before they have to ask.

Contact me for you your free consultation.

GDPR
Services

US Privacy
Services

Privacy As
A Service

Digital Data
Strategy

Training &
Workshops

Our Principal Service Offerings

	GDPR Services	US Privacy Services
Gap Analysis – An online based questionnaire to one or multiple subject matter experts to assess compliance with privacy requirements. Final deliverable will include a detailed findings and prioritized recommendations.	●	●
Data Inventories – Assist in performing data inventories and periodic updates to identify and document the complete flow of personal data. Includes Article 30 reports where required.	●	●
Privacy Impact Assessments – Create and perform privacy impact assessments for new products or marketing campaigns using personal data.	●	●
Individual Rights – Design and assist with the implementation and testing of a data subject access / individual rights request process.	●	●
Digital Marketing – Evaluate compliance of digital marketing tools (e.g. analytics, advertising, email) by ensuring personal information is not being stored unnecessarily, data is anonymized, and only required data is captured.	●	●
Cookie Consent – Provide a vendor evaluation, establish a risk based approach, and assist with the implementation of the selected cookie consent tool.	●	●
Agency Partner Compliance – Review your marketing agency to ensure their tools are privacy compliant	●	●
Policies – Create or update privacy notices, information governance, and security policies.	●	●
Privacy program – Design, build and implement a privacy program scaled to your business	●	●
Vendor Management – Analyze and update the vendor management process for new and existing vendors including vendor assessments, Data Protection Addendums or vendor agreements.	●	●
Youth Marketing – Analyze and propose any changes that need to be made for a business to appropriately target children (under 16 in many jurisdictions)	●	●
Ongoing Maintenance – Assist with ongoing updates to processes, data inventories, and perform privacy impact assessments as needed.	●	●
Privacy Technology – Assist with the implementation of third party privacy technology vendors such as assessments, data management, consent tools, and more.	●	●
External Data Protection Officer (DPO) for US companies – For companies based in the US, we can serve as an external DPO.	●	



WHO WE SERVE

CMO:

"We rely on the data we collect and sometimes even third party data to grow our business. We consistently work with new vendors for our marketing campaigns. We value privacy, and don't want to get on the wrong side of the law, but we also don't want these new regulations to get in the way of our goals."

Privacy As A Service

Red Clover Advisors is here to support you in the following roles:

Fractional Privacy Officer – Rather than hiring a full-time privacy employee, we can serve as a Fractional Privacy Officer.

GDPR, CCPA or Privacy Project Lead – We are available to serve as a Project Lead for any privacy related projects.

Privacy Advisor – We provide ongoing regulatory updates, communicate pending legislation and regularly scheduled touch points.

Leader for Tabletop Exercises – We will practice how your organization will respond to a data breach incident or an individual rights request.

Digital Data Strategy

Privacy Compliant Data Strategy – Identify how to maximize the data collected so your business thrives without breaking any laws.

Data-driven Digital Marketing Strategies – Identify how to create privacy compliant digital marketing plans using first or third party data giving you a competitive advantage.

Pixel Governance – Create a process that centralizes the placement of web pixels, minimizes data leakage and reduces privacy and security risks.

Training & Workshops

Executive and Employee Privacy Training – Offer customized privacy training held via webinar or an in-person seminar to educate employees and meet privacy law requirements.

Strategy Session on Privacy Issues – Identify what kind of data you can and should use that ensures you meet your goals and maintains customer trust.



WHO WE SERVE

Small Business:

"Privacy is important, sure, but with all the new regulations and ever-changing laws, it's hard to know where to start. We don't have a big budget like the major corporations to just make this someone else's problem or the time to figure it all out on our own. We need a straightforward step-by-step solution we can start implementing right away that we can actually afford."

CTO:

"With so many databases, servers, cloud providers, and an expanding technology stack, it's hard to keep track of where all our data is. Cybersecurity threats have also become an increasing concern. I need a system that helps me keep track of all my data so my company's privacy and security program is one I believe in 100% and my customers know they can count on."

CFO:

"I have to protect my company against any chance of a data breach. Not only are the fines potentially crippling, our access to capital could be compromised. A data breach can prevent us from getting a loan or investment. Our stock price or valuation could suffer, not to mention our reputation. I need a solid plan in place to make sure that doesn't happen."