

Data privacy is just *good business.*

Red Clover Advisors simplifies data privacy practices, so businesses can go beyond compliance, build trust with customers, and gain a competitive edge. We've helped companies achieve GDPR, CCPA, and US privacy law compliance and establish a secure online data strategy their customers can count on.

Many small to medium-sized businesses care about trust and transparency (and want to abide by the law). But, they lack the resources and budget to keep up with fast-changing regulations.

We're the brains and legs of data privacy -- providing practical guidance and doing the work. With over 20 years of experience, we develop, implement, and maintain data privacy strategies without the hefty investment of hiring in-house.

We partner with companies -- from solopreneurs to multinational corporations -- in a variety of industries. And we can meet you wherever you are in your privacy journey, from getting a DIY compliance action plan to full implementation and ongoing support.

To learn more about our company, check out our website, redcloveradvisors.com.



Getting Started

We created three easy plans to get you started, but we can also customize our approach to match your goals, down to the tiniest of details.

CORE

Get compliant with current regulations. For smaller businesses with simple needs.

COMPLETE

(Recommended)

Compliance, marketing strategy, policies, and more. For busy, growing businesses.

COMPETITIVE

A privacy program designed, built, and implemented. For businesses who want to make a statement.

	CORE	COMPLETE	COMPETITIVE
Gap & maturity analysis	✓	✓	✓
Data inventory	✓	✓	✓
DIY action plan for complying with GDPR, CCPA, CAN-SPAM, TCPA, and more	✓		
Customizable Templates for Privacy Notices and Cookie Banners	✓		
Full-service action plan for complying with GDPR, CCPA, CAN-SPAM, TCPA and more		✓	✓
Strategy session on privacy issues			✓
Custom Privacy Notices & Policies		✓	✓
Cookie Consent		✓	✓
Digital Marketing Compliance		✓	✓
Privacy Impact Assessments			✓
Third-Party Assessments		✓	✓
Individual Rights Implementation & Testing			✓
Online or in-person team training			✓
Ongoing Maintenance			✓
Exceptional Support	✓	✓	✓



Ongoing Success

Compliance is an ongoing, concerted effort that requires routine monitoring and updating, and we can help you every step of the way.

FRACTIONAL PRIVACY OFFICER

Our one-of-a-kind, premium service. For businesses who need an in-house privacy expert without the full investment.

- ✓ Data inventory – review existing work & update with any new changes
- ✓ Full-service action plan for complying with GDPR, CCPA, and more
- ✓ Strategy session on privacy issues
- ✓ Custom Privacy Notices & Policies
- ✓ Cookie Consent
- ✓ Digital marketing compliance
- ✓ Privacy Impact Assessments
- ✓ Privacy evaluation & strategy for new or existing products/services
- ✓ Privacy evaluation & strategy for marketing campaigns & product use cases
- ✓ Monitor privacy laws and industry updates to keep you compliant
- ✓ Regular privacy program reporting (customized to your business)
- ✓ Privacy management technology implementation support
- ✓ Maintain and update privacy policies as laws change
- ✓ Third-Party Assessments
- ✓ Individual Rights Implementation & Testing
- ✓ Online or in-person team training
- ✓ Ongoing, exceptional maintenance & support

It's comforting to know we now have the right procedures in place and how to properly handle our customers' data, so we don't lose client relationships or incur fines. Red Clover Advisors was easy to work with, and we could trust them with the entire process.

Adam Moleski

Chief Information Officer of Frazier & Deeter

Far and away, Red Clover Advisors flexibility, expertise, and support blew everyone else out of the water. They gave us an additional layer of assurance that we were doing what we need to do - now and as privacy regulations and our clients' needs change.

Andrew Richardson

VP Analytics & Marketing Science of Tinuiti



Add extra services, like team training, to any plan.

INDIVIDUAL RIGHTS AUDIT

Test and measure your individual rights process, so your customers have control and choice over their personal information.

YOUTH MARKETING

Analyze any changes that need to be made to appropriately target children (under the age of 16 in many jurisdictions).

DATA BREACH SIMULATION

Test and measure the effectiveness of your company's prevention, detection, and mitigation procedures.

AGENCY PARTNER COMPLIANCE

Review your marketing agency to ensure their tools are privacy compliant.

TRAINING & WORKSHOPS

Get customized privacy training via webinar or an in-person seminar to educate employees on how to meet privacy law requirements.

Not sure what you need?

We'll figure it out for you!

If you're ready to go beyond compliance and build trust with customers, contact Red Clover Advisors today.

redcloveradvisors.com/contact



But what does it all mean?

Yes, some of the terms are pretty technical. If you find yourself wanting to back away slowly, we promise you're not alone. Here's a breakdown of what some of our services mean.

Gap & Maturity Analysis – An online-based questionnaire to assess your compliance with privacy laws, regulations, and best practices. The final deliverable includes our detailed findings, prioritized recommendations, and a privacy program maturity evaluation.

Data Inventory – We identify and document the complete flow of personal data. Includes Article 30 reports where required.

Individual Rights – The design, implementation, testing of your data subject access / individual rights request process.

Cookie Consent – We perform a vendor evaluation, establish a risk-based approach, and assist with the implementation of your selected cookie consent tool.

Policies – Create or update privacy notices, information governance, and security policies.

Vendor Management - Analyze and update the vendor management process for new and existing vendors, including vendor assessments, Data Protection Addendums, or vendor agreements.

Privacy Impact Assessments – Create and perform privacy impact assessments for new products or marketing campaigns.

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.

Agency Partner Compliance – Review your marketing agency to ensure their tools are privacy compliant.

Youth Marketing – Analyze and propose any changes that need to be made for a business to target children appropriately (under 16 in many jurisdictions).

Privacy Technology – Assist with the evaluation and implementation of third-party privacy technology vendors such as assessments, data management, consent tools, reporting of processing activities, data security, and more.

