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**MSP Marketing Edge**

Press release: May 2018

**GDPR: How 3 beers could ruin any business in TownName**

GDPR is now days away from affecting every business in TownName - and most of them would fail something called the “3 beers test”.

It’s been developed by local data security expert Your Full Name, of Business Name, to check how prepared local businesses are for GDPR.

And Your First Name believes the majority would fail. That’s a terrifying prospect, as GDPR comes into force on May 25th.

“The 3 beers test is very simple,” Your First Name said. “Imagine you were the boss of a business, and you popped into London for a few meetings. You have 3 beers with a friend, and on the train home you fall asleep.

“You wake just as the train is pulling into your station – and in your utter panic to get off, disaster strikes! You leave your laptop on the train and it’s lost.”

Your First Name explained that under GDPR, this would be a major problem.

He/she said: “If there’s any personal data on your laptop at all, you’re in serious trouble. You must tell the regulator you’ve lost data, but worse, you must also tell the people whose data has been compromised.

“Your business can be fined. And you can be publically named and shamed. I believe the reputational damage is the greatest risk, because it will sit there forever in Google.”

Your First Name said there are a number of clever technological fixes that would allow any business to easily pass the 3 beers test, such as data encryption. This protects data even if a laptop is lost or stolen.

Just a few weeks ago, Your First Name announced that 8 out of 10 businesses in TownName still aren’t prepared for GDPR.

The General Data Protection Regulation – GDPR – comes into force on 25th May 2018.

GDPR will give people more control over what personal data is held about them by businesses. Companies must also take more responsibility for data, and report any loss of data within 72 hours.

Your First Name has written a data security guide to GDPR. It can be downloaded free at www.yourwebsite.co.uk/gdpr.

Company Name was formed in year, and now looks after hundreds of local businesses in the TownName area.

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**Notes for editors**

* Your Name is available for further information and interview, on mobile number