

# MyLife Digital Group CCO recognised as one of the DataIQ 100

Submitted by: MyLife Digital

Thursday, 1 March 2018

---

J Cromack amongst the most important and influential people in data-driven businesses and the innovators who support them

Last night, DataIQ announced the Data 100, at a celebration of the great and the good from across the Data industry at the OXO Tower in London.

To reach this accolade, individuals need to show real leadership within their organisations, demonstrating the importance and value of data and analytics or demonstrate genuine impact on the way data and analytics are deployed by clients.

They also need to be engaged with the broader data and analytics industry and support the DataIQ mission of advancing the profession of data and analytics. Whether this is by being a member of an industry council, speaking at industry conferences or taking part in meet-ups, this shows confidence, commitment, and influence to inspire a wider audience.

In a year set to be dominated by the "game changing" General Data Protection Regulation, DataIQ has recognised the central role that will be played by the Information Commissioner, Elizabeth Denham, by placing her in the number one position of the DataIQ 100 Top 10 for 2018. Her role in guiding UK businesses towards compliance and ensuring they stick to it when enforcement begins on 25th May made her the obvious candidate.

David Reed, knowledge and strategy director of DataIQ who led the selection process for the DataIQ 100, said: "The role of Information Commissioner is critical in ensuring GDPR has its intended impact - a balancing of individual and consumer rights around data processing. Elizabeth operates at the nexus of those interests and has shown herself to be adept at emphasising the 'carrot' of opportunity, while reminding the industry of the 'stick' of penalties. We are proud to put her at the head of our list of the most influential and important data-driven business professionals of 2018."

So, MyLife Digital's Chief Commercial Officer J is in good company along with the remaining 98. Upon hearing about his inclusion, he said "What is arguable one of the most important years, not only the data industry but for data protection and all citizens of the EU, with the introduction of the GDPR in May, it is a great privilege to be selected to be part of the DataIQ 100 with fellow industry peers and professionals who hold such a wealth of knowledge and experience in the sector. I look forward to continuing the exciting work we are doing here at MyLife Digital, aiming to rebalance the trust in personal data between the organisation and the citizen. And continuing to spread the word about the importance of digital understanding, the value of data and data protection."

J and the MyLife Digital team will be speaking at various events throughout 2018 - to find the event most suitable for you visit events (<https://www.consentric.io/events/>) to keep up to date as new dates are added.

- ENDS -

For more information:

Consentric (<https://www.consentric.io>)  
MyLife Digital (<https://www.mylifedigital.co.uk>)  
Twitter:  
MLD Twitter ([https://twitter.com/mylife\\_digital](https://twitter.com/mylife_digital))  
J Cromack Twitter (<https://twitter.com/JCCromack>)  
Consentric Twitter (<https://twitter.com/Consentric>)  
DataIQ100 (<https://www.dataiq.co.uk/dataiq100/2018/j-cromack>)

For Interviews or photograph opportunities, please contact  
Debbie Betteridge  
Email: [dbetteridge@mylifedigital.co.uk](mailto:dbetteridge@mylifedigital.co.uk)

Tel: +44 (0) 1225 636 280 (ext. 322)  
Mobile: +44 (0)7771 564998

Notes to Editors:

#### About MyLife Digital

MyLife Digital was founded in 2014 and have developed Consentric; a cloud platform delivering strong governance of personal data across an organisation through transparency, accountability and empowerment.

Consentric, has been launched to support GDPR compliance, help organisations to manage the personal data they hold - simply and transparently, thereby enhancing trust and helping to meet data protection obligations.

The product is the combination of open API's allied to a UK sovereign, population-scale data repository; all hosted securely in the cloud. It can be easily connected to customer and organisations data applications such as CRM, websites, mobile apps or campaign management systems. Supporting GDPR, it has immutable audit trails, a consent receipt generator, fully customisable user interfaces and can manage all six lawful justifications for processing personal data, not just consent. Consentric is updated on a daily basis and the development roadmap will reflect further regulatory guidance, case law, customer feedback and technology improvements.

Consentric empowers Citizens (directly or via Proxy) to control how an organisation uses their personal data. They can see what data an organisation is collecting and holding about them, it lets them rectify and delete their data, it enables them to see the purposes the data was collected for and lets them decide on additional purposes it can be used for, it also allows the Citizen to agree if their data can be shared with other organisations. This is managed within a GDPR compliant framework supporting the Rights of the Data Subject as defined in Articles 15 to 22 of the GDPR. The use cases are therefore applicable to all business sectors that handle Personal Data.

Our model is simple, to charge organisations a fee per 1,000 citizen records per month on the platform which is on a sliding scale. The more citizen records the lower the cost per 1,000.

We have three routes to market:

1. Direct to client
2. Via partners
3. A developer API to embed our tool into existing application collecting Personal Data and need to be GDPR compliant

MyLife Digital have been awarded preferred partner status by UKCloud, is on the G-Cloud 9 framework for public sector procurement, have gained Cyber Essentials and IASME Consortium certification and achieved the Information Security standard of ISO 27001.

We are members of the DMA and IAPP.

MyLife Digital Ltd, Citizen House, Crescent Office Park, Clarks Way, Rush Hill, Bath, BA2 2AF