

**ACUITY**

**REPUTATION MANAGEMENT.**

PRE-EMPT. PROTECT. CONTROL.

[acuityreputationmanagement.com](http://acuityreputationmanagement.com)

# Acuity Reputation Management

## PRE-EMPT. PROTECT. CONTROL

Introducing Acuity Reputation Management, we guide businesses through the ever-increasing range of threats and risks businesses like yours face. Whether it's our long-term risk and crisis planning or our 24/7 Crisis Management service, you'll feel a lot more comfortable knowing you've got us in your corner, every step of the way.

Our industry-leading corporate reputation management experts provide bespoke solutions, tailored to your business' needs on a flexible basis. We cover all areas of reputation management from IP protection to litigation as well and data support and training to ensure a maximum level of protection.

From data breaches to reputational challenges, we'll have a pre-agreed crisis plan in place to take immediate action, protect your business' reputation and safeguard its future. Whether you're an individual, start-up, or a globally established corporation, your reputation is your single most important commodity, and protecting it should be of the utmost concern.

In addition to the reactionary support we can provide in a crisis, Acuity Reputation Management can also be used as a safeguard for your business, eliminating future risk and giving you peace of mind. Reputation Management is all about staying one step ahead and making sure every aspect of your business can weather any storm.



# BUSINESS THREATS

## EVERYDAY RISK



### LITIGATION

The threat of litigation is always one that looms large. Whether that litigation is justified is a matter for the courts to decide, but having the appropriate team in place to deal with it is something that's fully within your control.



### PRESS INTRUSION

Should you consent to photographs and interviews? How do you deal with unwanted media attention? Our knowledge of codes of practice means we're expertly placed to advise when faced with an onslaught of negative press.



### CYBER ATTACKS

Whether it's malware, phishing, or ransomware, the digital threats faced by businesses are becoming more advanced by the day. Cybercriminals actively target businesses that don't have adequate protections in place.



### DATA THEFT

If you're an organisation that stores data, you're at risk of data theft. Whilst a lot of this theft is intentional, it can also be an unintentional act, be that an ex-employee still having access to secure systems or storage devices lost in public places.



### FAKE NEWS

False or misleading information presented as fact can have devastating effects on your business' reputation. The sad fact is, that in today's modern world, the news doesn't even have to be factually correct for it to have what can be terminal effects.



### SMEAR CAMPAIGNS

Businesses and individuals are increasingly facing concerted campaigns of negative propaganda that can seem overwhelming. Attempts such as this to undermine your credibility can do untold damage if not handled properly.

# Pillars of Protection

## SAFEGUARDING YOUR FUTURE

### LITIGATION & DISPUTE RESOLUTION

- Crisis Management
- Adverse Media Coverage
- Defamation & Malicious Falsehood
- Misleading & Comparative Advertising
- Take Down Requests
- Online & Offline Reputation Management
- Employment Litigation
- Professional Negligence

### TRAINING

- Introduction to Data Protection Laws
- Security & Data Breaches
- Subject Access Request
- Data Protection In Commercial Contracts
- Introduction To IP Rights & Brand Protection
- GDPR Training

### DATA ASSIST & SUPPORT

- Data Assist Tool
- Data Breaches
- Data Protection Documents
- Privacy Audit & Remedial Documents
- Outsourced DPO Service
- Subject Access Request Support
- Bring Your Own Device Policy
- Social Media Policy

### BRAND PROTECTION & IP SUPPORT

- IP Audit & Remedial Documents
- World-Wide IP Registrations & Management
- Brand Protection
- Intellectual Property Infringement

# Our Solutions

## ARM YOURSELF

### Crisis Control

#### ELIMINATE THE THREAT

When the worst has happened, contact our 24/7 crisis helpline for immediate protection from our industry-leading experts.

Acuity Reputation Management are on hand to stop a threat in its tracks. Our expert team will immediately mobilise with a crisis plan tailored to your needs and put you back in control.

Acuity will continue to work behind the scenes implementing our IP and Data audit tools ensuring your current policies aren't putting you at risk. We will then implement protective measures from policies & procedures to infrastructure & training to eliminate future threat and safeguard your business.



Crisis  
Management



Analyse  
& Review



Implement  
& Safeguard



Continued  
Protection

### Protection Membership

#### PRE-EMPT & CONTROL

As a member, you will partner with a select team of trusted advisors, working as an extension of your business to understand your needs.

Our process will begin with a deep-dive of your current policies and procedures via our IP & data protection diagnostic tools to identify risk. Acuity will then produce board-level risk report, setting to work on any associated corrective actions necessary.

Acuity Reputation Management members benefit from access to our secure client portal offering a bespoke library of legal templates and know-how documents as well as our pioneering training solution equipping your business with the knowledge and insight to weather any storm.



Crisis  
Management



Analyse  
& Review



Implement  
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Continued  
Protection

# Membership Benefits

## WHATS INCLUDED

Protection Membership	Included
24/7 Crisis Helpline	✓
Data Assist Audit	✓
IP Assist Audit	✓
24/7 Access to Secure Acuity Client Portal	✓
Bespoke Legal Template Library	✓
Access to How-To Documents & Knowledge Bank	✓
Tailored Reputation Management Training	✓
Unlimited Access to Other Acuity Products & Services	✓

# More Than Just Legal Advice

## ACUITY SUBSCRIPTION SERVICES

We work to establish long-term relationships with our clients and that means that we see ourselves as 'trusted advisors' and not just transactional lawyers. Our ethos is to understand your business and to provide value added services that enable you to improve your business and the way that it, and your employees operate.



We offer a suite of HR and commercial training modules which can be provided to your management team. We can deliver these in person or through electronic means and cover areas such as:

- Motivating and incentivising employees
- Best practice in the workplace
- Negotiating and structuring technology (IT) contracts
- Protecting intellectual property

For more information visit:

[acuity-academy.com](http://acuity-academy.com)



Our Acuity Counsel Service is an innovative outsourced service providing day-to-day commercial legal support designed around your needs, giving you accelerated access to a select team of lawyers that know your business

Providing access to expert legal partnering with high calibre lawyers at costs that you control on a flexible-fee basis and tailored to meet your business's needs. Whether you need commercial and corporate support, real estate or employment advice, your Acuity Counsel Service team are on hand to help.


For more information visit:


[acuitycounsellservice.com](http://acuitycounsellservice.com)


# ARM Yourself

## GET IN TOUCH

Get in touch with a member of the Acuity Reputation Management team to safeguard your business today.

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