

# Author Biography

*Jamal Ahmed*



## About the Author

Jamal Ahmed - the 'King of Data Protection' as dubbed by the BBC - isn't just the reigning global expert on GDPR; he's a passionate advocate for privacy rights. His practical approach to data privacy has guided SMEs, FTSE 100 companies and governments to go beyond compliance and build trust.

His regular appearances on television and radio stations underline his status as a trusted media authority. As an international keynote speaker, Jamal's insights have enlightened audiences worldwide. He is not just the go-to expert, but a pivotal force in reshaping data privacy.

## Book Synopsis

*Navigate the complexities of data privacy with **The Easy Peasy Guide to the GDPR**. This guide provides clear, practical insights on GDPR, making it accessible to both seasoned professionals and newcomers.*

*It's not just a book, but a valuable tool that ensures your business is GDPR-compliant, builds trust with customers, and upholds top-tier privacy standards.*

*Embrace a new perspective on data privacy as not a hindrance, but a badge of honour, and enhance your credibility.*

*This guide is your key to mastering GDPR.*



## ADVANCE INFORMATION SHEET

From Book Brilliance Publishing  
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### **The Easy Peasy Guide to the GDPR** Get Clarity, Grow Confidence, and Gain Credibility

by Jamal Ahmed

Navigate the complexities of data privacy with *The Easy Peasy Guide to the GDPR*. This guide provides clear, practical insights on GDPR, making it accessible to both seasoned professionals and newcomers.

It's not just a book, but a valuable tool that ensures your business is GDPR-compliant, builds trust with customers, and upholds top-tier privacy standards. Embrace a new perspective on data privacy as not a hindrance, but a badge of honour, and enhance your credibility.

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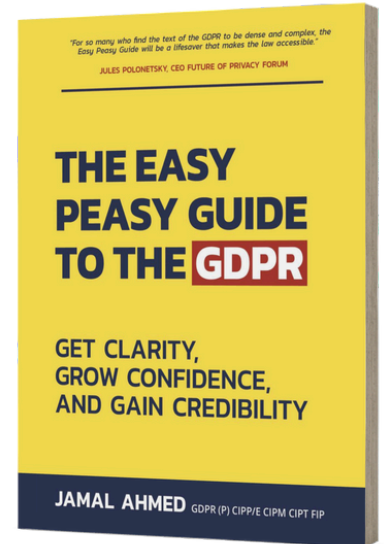
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#### Key Sales Points

- A must-have for legal professionals, data protection professionals, business leaders, and entrepreneurs. *The Easy Peasy Guide to the GDPR* breaks down the complex regulation into digestible pieces in Jamal's signature 'Easy Peasy' style of delivery, which has made him one of the most sought-after keynote speakers in the industry. Dubbed the 'King of Data Protection' by the BBC, Jamal is a trusted media commentator and appears regularly on BBC News, ITV News, Sky News and other prestigious international television channels, as well as on radio stations including BBC Worldwide, talkRadio and LBC.
- Jamal's expertise has also been featured in numerous globally renowned publications such as *The Independent*, *The Guardian*, *MSN*, *RTE*, *Foreign Policy* and *Euronews*.
- Prior to the official launch, Jamal achieved success with the book reaching the #1 bestseller slot in two categories, and 4,943 overall out of all books on Amazon UK.

*"The Easy Peasy Guide takes the complexity and legal jargon out of the GDPR."*

- Sharon Bauer, Founder, Bamboo Data Consulting



### **The Easy Peasy Guide to the GDPR**

by Jamal Ahmed

ISBN: 978-1-913770-70-9

Price: £27.97

Publication Date: 20th July 2023

Format: Paperback

Size: 233 x 178 x 15 mm  
296 pages

#### Category:

Non-fiction; GDPR; privacy law; reference guide; business

Available from Gardners worldwide, on Amazon and all good bookshops globally as a paperback and eBook, and direct from the publisher.



## PRESS RELEASE – for immediate release

### GDPR Author Receives the Freedom of the City of London



Jamal Ahmed – a.k.a the **'King of Data Protection'** as dubbed by the BBC – has recently been awarded the Freedom of the City of London for his recognition as an author and privacy leader.

Over the last 300 years, approximately 300,000 ordinary people have been made a Freeman of the City of London, including Florence Nightingale, Nelson Mandela, Princess Diana and, more recently, Ian Wright and Morgan Freeman.

Some of the historical benefits of being a Freeman include the right to drive sheep and cattle over London Bridge, to carry a naked sword in public, and if found drunk and disorderly by the City of London Police, they have the benefit of being put in a taxi home rather than thrown in a cell!

Jamal says, ***"Receiving recognition for my contribution as an author and a privacy leader is both humbling and inspiring. This is your reminder: Aim high and push boundaries!"***

Jamal's book, **international #1 bestseller *The Easy Peasy Guide to the GDPR***, was launched in July 2023 by Book Brilliance Publishing and has continued to top the charts on Amazon worldwide, including Canada, America, and Germany.

Jamal's success caught the attention of scammers in India, who reproduced his book on the black market. His eagle eye was drawn to an anomaly on the back cover of a copy of the book someone had received. His quick action of discovering this issue led to his publisher Book Brilliance Publishing turning detectives, investigating the fraud and resolving the problem quickly.



Although not a qualified legal expert, such as a lawyer, Jamal's success brought out the green-eyed monsters in the legal world of privacy pros on social media. Jamal became the subject of troll attacks that dented his flow and confidence. After taking some time to reflect on this situation, he has picked himself up, dusted himself down, and started all over again, hitting the #1 spots on Amazon worldwide.

No stopping him with his new training program, the DPIA Mastery program, Jamal's mission is to help others gain the clarity, confidence, and practical skills that are missing to make their career thrive, by becoming a DPIA expert.

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Jamal, who lives in **Romford, Essex**, is a **trusted media commentator** and appears regularly on BBC News, ITV News, Sky News and other prestigious international television channels, as well as on radio stations including BBC Worldwide, talkRadio and LBC.

His expertise has also been **featured in numerous globally renowned publications** such as *The Independent*, *The Guardian*, MSN, RTE, Foreign Policy and Euronews.

#### Notes:

- *The Easy Peasy Guide to the GDPR* by Jamal Ahmed was published by Book Brilliance Publishing, 20th July 2023, ISBN 978-1-913770-70-9, £27.97.
- Jamal is available for interview: [admin@bookbrilliancepublishing.com](mailto:admin@bookbrilliancepublishing.com)
- High-res images of the author and book are available from the publisher: [admin@bookbrilliancepublishing.com](mailto:admin@bookbrilliancepublishing.com)

