

**Sector: Marketing service**



**Team member who led on the matter**



**Perdeep Grewal**

[perdeep.grewal@birkettlong.co.uk](mailto:perdeep.grewal@birkettlong.co.uk)  
01245 453804

*"We were very happy with the handling of our case, a client breaching the terms of our contract. Perdeep provided clear guidance throughout the process lasting several months, his experience and knowledge of managing the situation was excellent. We achieved a very satisfactory result in difficult circumstances."*

**Tim Holt**  
Director, Data HQ Limited

For further press information please contact Jennie Skingsley at Birkett Long  
[jennie.skingsley@birkettlong.co.uk](mailto:jennie.skingsley@birkettlong.co.uk)  
01206 217605

**Deal Type**  
Debt recovery

**Deal Size**  
£88,150.19

## About the deal

We were instructed by Data HQ Limited ("Data HQ") to recover outstanding fees for the supply of marketing services and project management fees against a global publisher. Data HQ are a marketing data, mailing lists and a strategic data solutions specialist based in Chelmsford. Data HQ entered into a fixed term contract to provide the following services to its client:

- a. Strategic analysis and support
- b. Ongoing client services and management
- c. Database management and hosting
- d. Campaign management and hosting

Data HQ submitted 10 invoices for the sum of £29,650.19 over a 6-month period. The debtor, in breach of contract, failed to settle the outstanding invoices. The contract was subsequently terminated giving rise to a claim for loss of profits for the sum of £58,500.00 for the remaining term of the contract.

## How did Birkett Long add value to the client?

We advised Data HQ that enforcement proceedings were necessary and served a pre-action protocol letter of claim upon the debtor claiming the sum of £88,150.19. We represented our client throughout the pre-action protocol procedure which led to settlement discussions between the parties. The defendant made a reasonable offer and the matter was settled.