

Dear TISA member

Implementing the General Data Protection Regulation

TISA is working collaboratively with The Information Commissioner's Office (ICO) to help member firms understand their obligations when the new General Data Protection Regulation (GDPR) comes into force in May 2018.

An integral part of this collaboration is the work being undertaken under the guidance of TISA's Digital Innovation Policy Council to develop a Data Handling Code of Conduct.

I am also pleased to advise you that TISA is supporting the ICO's project to develop baseline educational messages about the GDPR for UK citizens. More detail on this can be found in the extract from an ICO briefing note below.

We will issue further updates as these become available. In the meantime, if you would like to input your views on the ICO's project or would like further details about TISA's approach to GDPR, please contact Peter Smith via peter.smith@tisa.uk.com

I would also like to remind you that TISA is providing a dedicated *GDPR and PSD2 Data Security for Business Managers, Risk & Compliance* training course to help guide your firm through implementation. Further details are available here: [GDPR and PSD2 training course details](#)

David Dalton-Brown

Director General

From the Information Commissioner's Office:

Personal data and the GDPR – building consumer's trust and confidence

Conservative estimates suggest that the average adult in the U.K. has a 'data' relationship with at least 100 organisations i.e. organisations that hold or use data about them.

Right now thousands, if not tens of thousands, of responsible brands in the U.K. (and indeed across Europe) are preparing for the advent of the General Data Protection Regulation (GDPR), which governs how such personal data is gathered and used. The GDPR deadline of 25 May 2018 is fast approaching and as part of their preparation for GDPR compliance, most organisations are considering how best to raise awareness and educate their customers about the implications of GDPR and the changes it will bring.

Combining these two facts and from speaking with many who are directly engaged in this preparatory activity it is clear that:

(a) Consumers are likely to receive an overwhelming volume of potentially different and hence confusing details about the GDPR.

(b) Brands are duplicating effort and tackling the baseline issue of GDPR awareness and understanding - which is not a competitive issue.

We believe that there is an alternative.

And that is for UK organisations, public and private alike, to take a collaborative approach and work together with the ICO to develop baseline educational messages about the GDPR for UK citizens. These messages would not in any way replace the communications that organisations may be preparing in their own right, but would rather ensure that those communications when delivered would have a greater resonance with their audience.

This note sets out how we believe this might be achieved.

The ICO

In May 2017, the ICO announced it had a key objective to increase the public's trust and confidence in how organisations store their personal data and make it available. With some variations across different sectors, our August 2017 benchmark research showed that only 20% - or one in five - of the UK public have trust and confidence in companies and organisation storing their personal information.

So the ICO will be focussing on how it can help bring about an improvement in this measure in the years ahead and will also be measuring progress every year.

We think the new rights for citizens and updating of data protection obligations for organisations as set out in the GDPR, offer an opportunity for organisations and the ICO to engage the public more directly about their personal information. And through this engagement, help to build trust and confidence in how organisations look after and make use of it. If you like, taking this as an opportunity to collaboratively develop and deliver a baseline, consistent understanding of the opportunities and the issues that the new data age presents thus helping individuals, as well as organisations, when GDPR comes fully into force.

We recognise that educating the public is key to ensuring the ultimate success of the updated data protection legislation - for all concerned: brands, the public and third sectors as well as the regulator.

But comprehensively educating the entire UK public about anything is, of course, an enormous challenge. So following initial discussions with representatives from a cross selection of UK businesses during September 2017, we agreed that taking a collaborative approach offers the best chance of success.

The first task must be to develop the baseline educational messages about GDPR and then plan how best to land them. A core objective is to develop messages and ideally 'branding' which organisations can then choose to build on in their own implementation and marketing programs.

A collaborative approach would enable the ICO to call on the individual and collective experience, expertise and support.

Set out below are the objectives for this educational activity, the operational framework that we propose to adopt and the collaborative and other principles that will apply throughout.

GDPR Educational objectives and operational framework

- To the overall Trust and Confidence objective, the ICO will work towards delivering greater awareness and understanding of the implications and benefits of the new DPA and the GDPR with the UK public in advance of, and potentially subsequent to, the 25 May 2018.
- Any messages defined and delivered will be generic in nature i.e. they will not prioritise or prejudice any sector or any individual or group of individuals.
- Any messages or content developed should as far as possible have a life beyond 25 May 2018.
- Regardless of the content or approach taken for defining and delivering these communications, brands will be able to continue to follow their own GDPR implementation plans and exercise their own choices about how they will communicate with their customers and staff about GDPR.
- The aim will rather be to deliver consistent baseline educational messages that will help individuals understand the changing data protection environment in a practical and straightforward way, messages that create a link or hook that organisations, regardless of their sector or size, can refer to, link to or repeat to complement their own customer and staff communications if they so wish.
- The educational material developed will be accessible, understandable and have impact with as many individuals in the UK as possible.
- This initiative will not seek to undertake any fresh research but will rather make effective use of research already conducted to date, by the ICO and other organisations. Any relevant new research conducted by others which provides additional insight in a timely fashion will of course be referred to.
- The final sign-off of the content and format of any communications will remain with the ICO and the messages will be delivered under the ICO brand. The ICO will have final decision on any points of discussion or debate.
- The campaign will begin life under the working title: 'A collaborative approach to developing and landing baseline messages to the UK public about the implications – (benefits and opportunities) - of the GDPR.

Collaborative, transparency and accessibility principles

- The direct or indirect participation of any individual or organisations will not favour their organisations or sector in the development of the educational materials themselves and have no bearing when the regulatory changes are fully in force.
- A principle of transparency will apply throughout and the ICO will communicate ongoing details of the initiative through all their external channels and ongoing updates to industry.



Helping member firms with the General Data Protection Regulation implementation

- As well as having an objective to educate the UK public, the ICO will also be actively participating in the wider European educational discussions and will bring any relevant outcomes, ideas or content from those discussions to the UK agenda as well as sharing anything emerging from the UK discussions into the wider European discussions.
- Any collateral or content developed through this exercise will be made accessible via the ICO's and ideally through other organisations websites or member communications.
- Use of any collateral or content developed through this exercise by UK organisations will be encouraged but not mandatory.