



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

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, their August 2017 benchmark research showed that only 20% - or one in five - of the UK public have trust and confidence in companies and organisations storing their personal information. The ICO will be focusing and working with TISA on how it can help bring about an improvement in this measure in the years ahead.

The GDPR provides both the impetus and opportunity for us to engage with our member firms and the public more directly about their personal information. We recognise that informing and educating the public is key to ensuring the ultimate success of the updated data protection legislation for all concerned: individuals, brands, the public and third sectors - as well as the ICO, as regulator.

But comprehensively educating the entire UK public about anything is, of course, an enormous undertaking. So, following initial discussions with representatives from a cross selection of UK organisations, including TISA, we agreed that a collaborative approach to this offers the best chance of success. That collaborative approach is now underway. To learn more about it and how you can get involved, go to the link on the ICO website at: [Resources and Support page](#).