

Communications report

October 2013

Headlines

- 341 press cuttings (down 34% on Oct 2012)
- 118 media calls handled (3 out-of-hours) (down 36% on Oct 2012)
- 8 news release issued
- 6 media interviews arranged, 6 carried out
- 394,256 website visits
- 5,271 publications distributed
- 0 events arranged, 1 attended as exhibitors

Channel		Reaching organisations	Reaching individuals
<p>Cuttings (HS)</p> <p>Generated: 97</p> <p>Non-generated: 244</p> <p>Total: 341</p> <p>0% positive</p> <p>96% on message</p>	<p>Consumer media</p>	<p>On 9 October, the Sun, Telegraph and Independent all reported on Chris' appearance before the Home Affairs Select Committee - where he answered questions about the ICO's investigation into 19 blue-chip companies that had used rogue PIs who were later prosecuted. The Telegraph and the Independent questioned the ICO's proposed approach of using ex-SOCA employees to support the investigation, which Chris confirmed would last eight months.</p> <p>24 October - the Daily Telegraph reported that people in Britain now receive more than 100 unwanted marketing emails a month. The article also noted that the new figures came just days after the ICO's Tetrus CMP was overturned and that Mike Crockart MP (Lib Dem, Edinburgh</p>	<p>On Friday 18 October, the First-Tier Tribunal overturned the ICO's monetary penalty issued to Tetrus Telecoms over its sending of thousands of spam texts. The decision was reported by the Daily Telegraph and the Sunday Post - both of which reported that the decision effectively gave 'a green light' to spam texts and pest calls.</p> <p>On 22 October, a CMP issued to MoJ was covered by the Mail online, BBC online and the South Wales Echo. Anne Jones was also interviewed on BBC Radio Wales, BBC Wales Today and ITV News Cymru.</p>

Channel		Reaching organisations	Reaching individuals
3% balanced 1% negative		<p>West) had introduced a Private Members Bill aimed at strengthening regulations around nuisance calls and texts.</p> <p>Towards the end of the month (29 October), The Times and The Herald both reported that the trade union official at the centre of the Grangemouth row was also facing investigation by the ICO over alleged data protection breaches.</p>	
	Trade / sector media	<p>Building trade press during October continued to report on developments in the Consulting Association story. Construction News Plus and Building magazine both reported that four fifths of people on the blacklist still remain unidentified, and that Labour MP, Graham Allen had called for blacklisting to become a criminal offence.</p> <p>Elsewhere, a 4-page interview with Cathy Bamford in The Lawyer magazine looked at the vulnerability of the legal profession to breaches of the DPA.</p>	
<p>Positive = coverage that is explicitly complimentary of the ICO; on message = coverage that contributes to our communications objectives; Balanced = coverage that includes both criticism and mitigation; Negative = coverage that is explicitly critical of the ICO (no mitigation or defence).</p>			

Channel	Reaching organisations	Reaching individuals
<p>Web stats (KM)</p> <p>394,256 visits (+9%)</p>	<p>Page views in 'for orgs' section: 606,483 (+12%)</p> <p>Top pages:</p> <ol style="list-style-type: none"> 1. Data Protection: 58,134 (+11%) 2. The Guide: 30,906 (+21%) 3. Registration: 29,163 (+13%) 4. The principles: 21,467 (+17%) 5. Key definitions: 17,999 (+19%) <p>Popular content:</p> <ol style="list-style-type: none"> 1. Vet college data breach: 4,703 2. Prisoner details email: 3,253 3. Barclays bank employee: 2,886 4. Medical records lost from bike: 2,544 5. Pay day loans register: 2,392 <p>Guidance (PDFs) downloads: 50,175 (-8%)</p> <ol style="list-style-type: none"> 1. DP registration form: 5,694 (+10%) 2. SAR code of practice: 2,892 (+11) 3. For orgs CCTV guide: 2,807 (+7%) 4. Guide to DP: 2,695 (+15%) 5. Cookies guidance: 1,490 (+3%) 	<p>Page views to 'for the public' pages: 139,461 (+8%)</p> <p>Top pages:</p> <ol style="list-style-type: none"> 1. Personal information: 22,648 (+11%) 2. Crime: 10,255 (+2%) 3. CCTV: 8,452 (+6%) 4. Electoral register: 7,231 (+110%) 5. Official information: 7,137 (+12%) <p>Complaints:</p> <ol style="list-style-type: none"> 1. Marketing: 8,616 (-6%) 2. Handling: 5,220 (+3%) 3. Getting information: 4,513 (+3%) 4. Contact the organisation: 2,987 (+185%) 5. Receiving telesales calls: 2,912 (-6%) <p>Misc:</p> <ul style="list-style-type: none"> • Search the register: 27,718 (+16%) • Referrals to jobsite: 1,547 (+8%) • Contact us: 7,828 (+10%) <p>Device (visits)</p> <ul style="list-style-type: none"> • Desktop: 336,697 (+10%) • Mobile: 34,579 (+5%) • Tablet: 22,980 (+10%)

Channel	Reaching organisations	Reaching individuals
<p>Social media (HS)</p> <p>Total: 2,003</p> <p>ICO: 64%</p> <p>DP: 26%</p> <p>FOI: 9%</p> <p>Data security: 1%</p> <p>80% positive 15% neutral 5% negative</p> <p>No of visits to the website from social media platforms: 4,375</p>	<ul style="list-style-type: none"> • LinkedIn followers: 1,893 • Twitter followers : 8,643 <ul style="list-style-type: none"> ◦ ICO tweets: 84 • YouTube views: 5,891 (+14%) • Website visits from social media: 4,375 (+7%) <ul style="list-style-type: none"> ◦ Twitter: 1,959 (-29%) ◦ Facebook: 1200 (+50%) ◦ LinkedIn: 541 (14%) <p>Data Protection continued to be the leading topic of social media content during October, influenced by the BYOD guidance and a news release issued by Press Office about the Royal Veterinary College data breach drove 10% of social media posts.</p> <p>8% of Twitter content during the month was influenced by posts from the ICO's own Twitter account. Key re-tweets included 'Data breach by @RoyalVetCollege highlights need for #DPA guidance covering use of personal devices' and 'ICO before @CommonsHomeAffs next Tue to discuss data protection investigation into clients of rogue PIs.</p> <p>A further key topic on Twitter included a post from <i>Martin Rosenbaum</i>: "Info Tribunal backs ICO view that private email accounts used for official business can be subject to FOI", which was re-tweeted to 9,405 potential readers</p>	<ul style="list-style-type: none"> • Facebook 'likes': 871 <p>Key forum sites to drive mentions of the ICO included <i>consumeractiongroup.co.uk</i>, <i>forums.moneysavingexpert.com</i> and <i>digitalspy.co.uk</i>. An increase in forum activity on 13 October was influenced by mentions within the <i>digitalspy.co.uk</i> forum threads '<i>the casualty thread (spoilers) (part 5)</i>' and '<i>Scottish independence: lets have an honest debate</i>'.</p>

Channel	Reaching organisations	Reaching individuals																		
	<p>Negative content during October was influenced by an article on <i>softpedia.com</i> - 'Expert finds SSL implementation flaws on ICO's breach reporting website'. The Twitter post linking to the article was tweeted to almost 180,000 potential readers</p> <p>Graham Smith, Ken Macdonald and David Evans' were all cited across social media this month, driven by various speaking engagements.</p>																			
<table border="1"> <thead> <tr> <th data-bbox="170 770 383 847">User</th> <th data-bbox="383 770 1877 847">Top Tweets</th> <th data-bbox="1877 770 2024 847">Number of Followers</th> </tr> </thead> <tbody> <tr> <td data-bbox="170 847 383 895">juan_diaz_diaz</td> <td data-bbox="383 847 1877 895">Expert Finds SSL Implementation Flaws on ICO's Breach Reporting Website (Updated): British security expert Pau... http://t.co/oBq4ZB9x33</td> <td data-bbox="1877 847 2024 895">175,520</td> </tr> <tr> <td data-bbox="170 895 383 943">Skarritt</td> <td data-bbox="383 895 1877 943">UK Information Commissioner's office clarifies rules for social networking and ... - Lexolog... http://t.co/z7quT4E4s1 #socialnetworking</td> <td data-bbox="1877 895 2024 943">53,573</td> </tr> <tr> <td data-bbox="170 943 383 991">Netlawmedia</td> <td data-bbox="383 943 1877 991">Upper Tribunal to hear first appeal over ICO fine for data breach - http://t.co/YMxUgPqdLK</td> <td data-bbox="1877 943 2024 991">40,798</td> </tr> <tr> <td data-bbox="170 991 383 1038">InfosecurityMag</td> <td data-bbox="383 991 1877 1038">Data Breach at Royal Vet College Prompts ICO BYOD Warning http://t.co/BdELgjOtEy</td> <td data-bbox="1877 991 2024 1038">30,698</td> </tr> <tr> <td data-bbox="170 1038 383 1086">InfosecurityMag</td> <td data-bbox="383 1038 1877 1086">Data Breach at Royal Vet College Prompts ICO BYOD Warning http://t.co/q9P0HgrmsO</td> <td data-bbox="1877 1038 2024 1086">30,695</td> </tr> </tbody> </table>			User	Top Tweets	Number of Followers	juan_diaz_diaz	Expert Finds SSL Implementation Flaws on ICO's Breach Reporting Website (Updated): British security expert Pau... http://t.co/oBq4ZB9x33	175,520	Skarritt	UK Information Commissioner's office clarifies rules for social networking and ... - Lexolog... http://t.co/z7quT4E4s1 #socialnetworking	53,573	Netlawmedia	Upper Tribunal to hear first appeal over ICO fine for data breach - http://t.co/YMxUgPqdLK	40,798	InfosecurityMag	Data Breach at Royal Vet College Prompts ICO BYOD Warning http://t.co/BdELgjOtEy	30,698	InfosecurityMag	Data Breach at Royal Vet College Prompts ICO BYOD Warning http://t.co/q9P0HgrmsO	30,695
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ICO blog posts (KM)	No of new posts: 2 <ol style="list-style-type: none"> 1) One small step for EU Parliament could prove one giant leap for data protection – 31 Oct 2) Data leaks in local government: where are the cracks in your system? – 31 Oct 																			

Channel	Reaching organisations	Reaching individuals
E-newsletter (GJ)	Number of subscribers: 12,416 Top 5 read stories: 1) FOI time limits guidance 2) Marketing guidance 3) Data sharing code of practice 4) Encryption blog 5) Privacy Notices CoP review	
Publications (HS / KTS)	Top 5 requested publications: 1) Data Protection Postcards – 1,946 2) Your Guide to Data Protection – 915 3) Data sharing checklist – 695 4) The Lights Are On DVD – 457 5) Upholding Information Rights – 311	Top 5 requested publications: 1) Personal Information Toolkit – 805 2) Credit Explained - 142
Events (KTS) Internal and external	Exhibition stand at the Healthcare Efficiency Through Technology Expo 2013 held at Olympia, London. Footfall of over 4,000 – mainly NHS and local councils.	
Parliamentary questions (PB)		
Research (HS)	Stakeholder engagement survey: complete.	Customer satisfaction: Only strand remaining is satisfaction with ICO publications.

Channel	Reaching organisations	Reaching individuals
ICON (MW)	Top hit stories / pages Number of visits each day Narrative / highlights	

Communications report

November 2013

Headlines

- 600 press cuttings (up 5% on Nov 2012)
- 92 media calls handled (2 out-of-hours) (down 17% on Nov 2012 -Tetrus CMP 28/11/12)
- 3 news release issued
- 3 blogs
- 4 media interviews arranged, 4 carried out
- 393,084 website visits
- 13,966 publications distributed
- 0 events arranged, 0 attended as exhibitors

Channel		Reaching organisations	Reaching individuals
Cuttings (HS) Generated: 107 Non-generated: 493 Total: 600 0% positive	Consumer media	<p>An article in the Guardian on 12 Nov reported Chris' views (aired at the previous day's Society of Editors conference) on the extent of NSA surveillance. The paper reported that Chris had 'expressed concern' about the extent of surveillance revealed by Edward Snowden, and that issues of national security cannot be allowed to overshadow concerns of legitimate public interest.</p> <p>In a separate article, also on 12 Nov, the Guardian also featured an independent blog criticising the ICO and our involvement in care.data.</p> <p>Enforcement action coverage during November included an article on the Islington Gazette highlighting that the local council has put aside £500,000 to cover fines for data breaches, and</p>	<p>On 4 Nov and article in the Daily Mail reported that an FOI request had revealed that 340 MPs are having their energy bills paid on expenses. Elsewhere in FOI coverage, Frederick Forsyth in the Daily Express referred to the FOIA as a 'palsied pretence at transparency in government'.</p> <p>The problem of nuisance calls continued to generate coverage throughout November. In an interview with the Sunday Politics Show Scotland, Ken Macdonald discussed the work being undertaken by our office to tackle the problem, and later in the month (on 14 Nov) the Mail Online reported on a government promise to enact new legislation to crack down on the problem.</p> <p>Also mid-month, on 12 Nov, the Metro, Yahoo and Daily Mirror all reported on the new Domestic Violence</p>

Channel		Reaching organisations	Reaching individuals
96% on message 3% balanced 1% negative		<p>articles in The Register and Basingstoke Gazette covering the ICU trial.</p> <p>On 15 Nov, the Aberdeen Press & Journal reported on the local council's infighting and links it to a recent ICO fine and upcoming assessment. Elsewhere the Belfast Telegraph reported on the Health Minister and Attorney General winning their battle to withhold the legal thinking behind the ban on gay men donating blood.</p>	<p>Disclosure Scheme (Clare's Law), all three articles noted that the reason the law had not been possible sooner had been due to data protection legislation.</p> <p>On 26 November, the Daily Mail and BBC reported that LG Smart TVs have been accessing customer data and sending it back to corporate headquarters without the consent of users. Both articles reported that the issue had been reported to the ICO and that we were 'making enquires'.</p>
	Trade / sector media	<p>On 11 Nov, an article in Computers & Law magazine critiqued the ICO website and questioned the future of monetary penalty notices after the Scottish Border Council appeal.</p> <p>Mid-month, Supply Management magazine reported on the ICO's 'Privacy notices code of practice' consultation and how it will impact on privacy impact assessments.</p>	

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Channel	Reaching organisations	Reaching individuals
<p>Web stats (KM)</p> <p>393,084 visits (-0.3%)</p>	<p>Page views in 'for orgs' section: 604,215 (-0.4%)</p> <p>Top pages:</p> <ol style="list-style-type: none"> 1. Data protection: 55,957 (-3.7%) 2. The guide: 33,936 (+9.8%) 3. The principles: 26,221 (+22.2%) 4. Registration: 25,750 (-11.7%) 5. Key definitions: 21,693 (+20.5) <p>Popular content:</p> <ol style="list-style-type: none"> 1. Children's details memory stick lost: 3,294 2. One step for EU Parliament: 2,366 3. Temp workers require training: 1,991 4. PIs convicted of blagging: 1,956 5. Data leaks in local government: 1,853 <p>Guidance (PDFs) downloads: x</p> <ol style="list-style-type: none"> 6. DP registration: 5,042 (-11.5%) 7. CCTV guidance: 2,801 (-0.2%) 8. Guide to DP: 2,764 (+2.6%) 9. SAR code of practice: 2,659 (-8%) 10. Cookies guidance: 1,522 (+2.15%) 	<p>Page views to 'for the public' pages: 137,431 (-1.5%)</p> <p>Top pages:</p> <ol style="list-style-type: none"> 1. Personal information: 22,163 (-2.1%) 2. Crime: 11,795 (+15%) 3. CCTV: 8,630 (+2.1) 4. Official information: 6,887 (-3.5%) 5. Nuisance calls: 6,100 (-4.9%) <p>Complaints:</p> <ol style="list-style-type: none"> 1. Marketing: 7,947 (-7.5%) 2. Handling info: 4,935 (-5.5%) 3. Getting info: 4,155 (-7.9%) 4. Satisfied with our service?: 501 (-14.2%) 5. Cookies: 135 (8.8%) <p>Misc:</p> <p>Search the register: 23,822 (-14%)</p> <p>Referrals to jobsite: 1,413 (-8.7)</p> <p>Contact us: 6,886 (-12%)</p> <p>Device (visits)</p> <ul style="list-style-type: none"> • Desktop: 334,306 (-0.7%) • Mobile: 35,867 (+3.7%) • Tablet: 22,911 (-0.3%)
	<p>General trends / projects</p>	

Channel	Reaching organisations	Reaching individuals												
<p>Social media (HS)</p> <p>Total: 1,910</p> <p>ICO: 55% DP: 34% FOI: 10% Data security: 1%</p> <p>12% positive 86% neutral 2% negative</p> <p>No of visits to the website from social media platforms: 3,694 (-15.6%)</p>	<ul style="list-style-type: none"> • LinkedIn followers: 1,893 • Twitter followers : 8,643 <ul style="list-style-type: none"> ◦ ICO tweets: 99 • YouTube views: 6,064 (+7.4%) • Website visits from social media: 3,694 • <ul style="list-style-type: none"> ◦ Twitter: 1,732 ◦ Facebook: 861 ◦ LinkedIn: 322 <p>Press Office generated tweets continued to drive social media coverage during November. Key topics included posts relating to two press office generated news releases, 'Temporary workers still require adequate data protection training, warns ICO' (which accounted for 20% of ICO re-tweets during the month), and 'Private investigators convicted of unlawfully obtaining personal information'. Shares of both stories influenced positive commentary as the ICO was described as 'proactively helping firms' and 'successfully prosecuting several private investigators', which was shared with over 35,000 potential Twitter users.</p> <p>Commentary from ICO spokespeople at various speaking engagements also drove further positive content. November's key spokespeople included Chris Graham, David Smith and Ken Macdonald. Chris was the leading spokesperson, driven by his comments concerning the scale of NSA surveillance, which were shared with almost 20,000 potential readers.</p> <p>David Smith was mentioned predominantly across Twitter, driven by his visit to Moscow, where he</p>	<ul style="list-style-type: none"> • Facebook 'likes': 911 <p>The ICO's investigation into a possible data breach by LG Smart TVs was a key topic of social media content on 21 November 2013. <i>Backwardsit</i> was an influential Twitter user, whose post concerning the investigation was shared among almost 1,000 Twitter users.</p> <p>Although the 'temporary workers still need adequate dp training' story was shared predominantly across Twitter, it also drove both Facebook and blog posts. Sally Anne Poole was a leading spokesperson within a <i>computing.co.uk</i> article 'ICO warns firms to train temps in following Great Ormond Street breaches', which was tweeted by 21 readers, and Facebook users sharing the link included <i>eCulture Solutions</i>, <i>Cyber Parse</i> and <i>DataSpace UK</i>.</p> <table border="1" data-bbox="1256 858 2065 1417"> <thead> <tr> <th data-bbox="1256 858 1921 1002">Top Sources (Excluding Facebook and Twitter)</th> <th data-bbox="1921 858 2065 1002">Volume of Posts</th> </tr> </thead> <tbody> <tr> <td data-bbox="1256 1002 1921 1098">forums.moneysavingexpert.com</td> <td data-bbox="1921 1002 2065 1098">65</td> </tr> <tr> <td data-bbox="1256 1098 1921 1177">www.consumeractiongroup.co.uk</td> <td data-bbox="1921 1098 2065 1177">60</td> </tr> <tr> <td data-bbox="1256 1177 1921 1257">www.getoutofdebtfree.org</td> <td data-bbox="1921 1177 2065 1257">17</td> </tr> <tr> <td data-bbox="1256 1257 1921 1337">www.mumsnet.com</td> <td data-bbox="1921 1257 2065 1337">17</td> </tr> <tr> <td data-bbox="1256 1337 1921 1417">www.legalbeagles.info</td> <td data-bbox="1921 1337 2065 1417">16</td> </tr> </tbody> </table>	Top Sources (Excluding Facebook and Twitter)	Volume of Posts	forums.moneysavingexpert.com	65	www.consumeractiongroup.co.uk	60	www.getoutofdebtfree.org	17	www.mumsnet.com	17	www.legalbeagles.info	16
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Channel	Reaching organisations	Reaching individuals
	<p>discussed the UK's approach to effective data protection enforcement. David's blog 'One small step for EU Parliament could prove one giant leap for data protection' was also shared among 16,000 potential Twitter users. <i>FOI man</i> commented: "Very useful, practical post from David Smith."</p> <p>A slight peak in social media discussion was driven by Twitter posts surrounding Euro data protection law. The article 'ICO on beefed-up EU privacy rules: Biz bods will need explicit consent to slurp data' published by <i>theregister.co.uk</i> was shared by 24 Twitter users</p> <p>One of the most influential posts to drive re-tweets included the Tweet from the <i>ICO News</i> Twitter account: 'Report highlights where #charity sector is getting it right (and wrong) when looking after personal data', shared among almost 12,000 potential Twitter users.</p>	
<p>ICO blog posts (KM)</p>	<p>No of new posts: 3 Pageviews</p> <ul style="list-style-type: none"> 3) Looking ahead (28 November) - 543 4) Construction blacklist (19 November)- 759 5) Privacy Policies COP (7 November) - 1471 	

Channel	Reaching organisations	Reaching individuals
E-newsletter (GJ)	Number of subscribers: 13,153 Top 5 read stories: 1) Smartphone security guidance (31% of clicks) 2) DPP Conference 2014 (24%) 3) European reforms update (21%) 4) BYOD guidance and data breach (13%) 5) Refusing a request guidance (10%)	
Publications (HS / KTS)	Top 5 requested publications: 6) Data protection postcards – 4,590 7) Subject access checklist – 2,525 8) Data sharing checklist – 1,919 9) Anonymisation code of practice – 1,476 10) Data sharing code of practice – 1,444	Top 5 requested publications: 3) Personal information toolkit – 2,012
Events (KTS) Internal and external	No events in November	No events in November
Parliamentary questions (PB)	No PQs in November	
Research (HS)	Stakeholder engagement survey: complete.	Customer satisfaction: Only strand remaining is satisfaction with ICO publications.

Channel	Reaching organisations	Reaching individuals
ICON (MW)	Top hit stories / pages Number of visits each day Narrative / highlights	

Communications report

December 2013

Headlines

- 650 press cuttings (up 57% on Dec 2012)
- 55 media calls handled (1 out-of-hours) (down 35% on Dec 2012)
- 3 news releases issued
- 3 blogs posted
- 2 media interviews arranged, 2 carried out
- 303, 462 website visits
- 3,068 publications distributed
- 0 events arranged, 0 attended as exhibitors

Channel		Reaching organisations	Reaching individuals
Cuttings (HS) Generated: 11% Non-generated: 89% Total: 650 0% positive	Consumer media	<p>On 13 December, the Daily Mail and BBC both reported on an apparent data breach that saw 1,600 migrants' details 'wrongly published' online by the Home Office. Both reports noted that the ICO had been 'called in to investigate.'</p> <p>CCTV also remained on the agenda during December with Jonathan Bamford interviewed on BBC Radio 5 Live discussing the use of CCTV in taxis. The programme also included an interview with Richard Fuller MP (Tory, Bedford and Kempston) who is calling for new changes to be brought in that would see CCTV installed in all taxis as a mandatory licensing condition. Anne Jones was also interviewed on the same topic by ITV Wales.</p>	<p>On 11 December, the Daily Mirror, Belfast Telegraph, Daily Mail, Yahoo, MSN and TalkTalk all reported on Cabinet Office moves to allegedly block the publication of a report into the HS2 rail project. Articles noted that the ICO had earlier this year ruled that the documents should be released. Days later, on 15 December, the Sunday Telegraph also reported on the story.</p> <p>Other FOI coverage during December also included a Mail on Sunday article (15 Dec) which reported that the release of secret letters under the FOIA have revealed tensions between the Queen and the former PM Margaret Thatcher.</p> <p>On 17 December, The Herald reported that Scottish Government had tightened up the provisions of its flagship child protection Bill after concerns were raised by</p>

Channel		Reaching organisations	Reaching individuals
88% on message 10% balanced 2% negative			<p>the ICO. The article noted that information about a child's welfare will now only be shared by agencies with a designated healthcare professional when 'it is likely' to aid their wellbeing.</p> <p>On 18 December there was widespread coverage of a CMP served on the pay-day loans company First Financial after the company sent out over a million spam texts. The story was covered by the Telegraph, Daily Star, Times, Independent and the Herald. The story also featured on the BBC's regional news bulletins and the bulletins on BBC Radio 4 and BBC Radio 2.</p> <p>On 19 December The Times and BBC reported on the publication of new ICO guidance for app developers and top tips to help consumers look after their personal information when using apps on tablets and smartphones.</p>
	Trade / sector media	18 Dec - the Solicitor's Journal reported on the ICO's handling of FOI and EIR complaints when compared with the time taken when pursuing judicial review proceedings.	
<p>Positive = coverage that is explicitly complimentary of the ICO; on message = coverage that contributes to our communications objectives; Balanced = coverage that includes both criticism and mitigation; Negative = coverage that is explicitly critical of the ICO (no mitigation or defence).</p>			

Channel	Reaching organisations	Reaching individuals
<p>Web stats (KM)</p> <p>303, 462 visits (-23%)</p>	<p>Page views in 'for orgs' section: 450, 015 (-42%)</p> <p>Top pages:</p> <ol style="list-style-type: none"> 6. Data protection: 36,665 (-33%) 7. The guide: 22,763 (-33%) 8. The principles: 19,059 (-27%) 9. Registration: 17,893 (-31%) 10. Key definitions: 15,561 (-28%) <p>Popular content:</p> <ol style="list-style-type: none"> 6. Surgery manager prosecuted: 4,746 7. Payday loans fine: 2,242 8. Mobile apps: 1,214 9. Looking ahead blog: 1,039 10. Temp workers require training: 1,009 <p>Guidance (PDFs) downloads:</p> <ol style="list-style-type: none"> 11. Registration form download: 2,021 (-60%) 12. CCTV guidance: 1,250 (-55%) 13. Subject access code of practice: 1,221 (-54%) 14. Cookies guidance: 636 (-58%) 15. Employment code of practice: 590 (-54%) 	<p>Page views to 'for the public' pages: 107,799 (-27%)</p> <p>Top pages:</p> <ol style="list-style-type: none"> 6. Personal information: 17,334 (-22%) 7. Crime guide: 9,737 (-17%) 8. CCTV guide: 6,654 (-23%) 9. FOI guide: 5,530 (-20%) 10. Spam texts: 4,647 (15%) <p>Complaints:</p> <ol style="list-style-type: none"> 6. Marketing: 5,361 (-33%) 7. Handling information: 4,321 (-13%) 8. Getting information: 3,426 (-18%) 9. Satisfied with our service: 460 (-8%) 10. Cookies: 106 (-21%) <p>Misc:</p> <p>Search the register: 17,783 (-25%) Referrals to jobsite: 789 (-44%) Contact us: 5,391 (-22%)</p> <p>Device (visits)</p> <ul style="list-style-type: none"> • Desktop: 252,648 (-24%) • Mobile: 31,405 (-12%) • Tablet: 19,409 (-15%)
<p>General trends / projects</p> <p>The Christmas period had a significant impact on the number of visitors to the site, with pdf downloads and visitors to the 'For organisations' in particular falling significantly.</p> <p>Interestingly, referrals from social media remained quite strong. Twitter referrals, for example, fell by only 3% in December.</p>		

Channel	Reaching organisations	Reaching individuals										
<p>Social media (HS)</p> <p>Total: 1,564</p> <p>ICO: 55%</p> <p>DP: 38%</p> <p>FOI: 9%</p> <p>Data security: 3%</p> <p>79% positive 19% neutral 2% negative</p> <p>No of visits to the website from social media platforms: 3,199 (-13%)</p>	<ul style="list-style-type: none"> • LinkedIn followers: 2,104 • Twitter followers : 8,936 <ul style="list-style-type: none"> ◦ ICO tweets: 71 • YouTube views: 3,985 (-34%) • Website visits from social media: 3,199 (-13%) <ul style="list-style-type: none"> ◦ Twitter: 1,682 (-3%) ◦ Facebook: 795 (-8%) ◦ LinkedIn: 245 (-24%) <p>Press Office generated activity was the main driver of Twitter content during December. News releases drawing the most attention included the apps guidance news release, and DP breach trend figures from Q1 and 2 (2013).</p> <p>The ICO's new mobile apps guidance was the leading topic of positive content during the month, receiving the highest volume of mentions on 19 December. Influential Twitter users to share the news release included <i>GuardianTech</i> and <i>Geoff_Deweaver</i>, whose combined shares of the story had the potential to reach almost 3 million readers. The guidance was also welcomed by Twitter users such as <i>InformetaUK</i>: "Step in the right direction - Information Commissioners Office releases app privacy guidelines" and <i>JoCousinsMouse</i>: "Good advice @TheDrum: Information Commissioners Office publishes app data safety guidelines."</p> <p>Also during December, one twitter user took to the platform to discuss free school data. The topic was driven by re-tweets of the <i>@Miss_Mcinerney</i> post: "Interesting. Recent FOI rejection of Free School data uses exemptions ICO did not agree with in my</p>	<ul style="list-style-type: none"> • Facebook 'likes': 962 <p>Aside from Twitter, the ICO received the highest volume of social media mentions across forums. There was a peak in forum content on 29 December, influenced by discussion across <i>moneysavingexpert.com</i>. The highest volume of comments were posted to forum threads 'Experian's Fundamental Breach of Data Protection Act 1998' and 'Parking eye fine at Membury Services M4'.</p> <p>ICO new mobile apps guidance was also shared across Facebook and blog site <i>datacentre.me</i>.</p> <table border="1" data-bbox="1272 675 2038 1129"> <thead> <tr> <th data-bbox="1272 675 1899 794">Top Sources (Excluding Facebook and Twitter)</th> <th data-bbox="1899 675 2038 794">Volume of Posts</th> </tr> </thead> <tbody> <tr> <td data-bbox="1272 794 1899 890">moneysavingexpert.com/</td> <td data-bbox="1899 794 2038 890">47</td> </tr> <tr> <td data-bbox="1272 890 1899 970">consumeractiongroup.co.uk/</td> <td data-bbox="1899 890 2038 970">41</td> </tr> <tr> <td data-bbox="1272 970 1899 1050">getoutofdebtfree.org</td> <td data-bbox="1899 970 2038 1050">19</td> </tr> <tr> <td data-bbox="1272 1050 1899 1129">www.youtube.com/</td> <td data-bbox="1899 1050 2038 1129">10</td> </tr> </tbody> </table>	Top Sources (Excluding Facebook and Twitter)	Volume of Posts	moneysavingexpert.com/	47	consumeractiongroup.co.uk/	41	getoutofdebtfree.org	19	www.youtube.com/	10
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	<p>judgement”, which was shared with almost 14,000 potential social media users.</p> <p>Blacklisting also continued to drive social media coverage across December. On the homepage of the <i>stoptheblacklisting.com</i> site, MP Stephen McPartland commented: “Blacklisting is a disease that must be stamped out; it destroys families and communities. I want the Information Commissioner’s Office to contact every individual on the database who do not know they have been blacklisted so they can start the process of rebuilding their lives”.</p> <p>Chris Graham and Ken Macdonald received the highest volume of mentions across social media this month. Ken’s mentions were mostly in relation to an Open Data event in Edinburgh, and reached a potential 12,394 readers across Twitter. Mentions of Chris were driven by the <i>@FOIManUK</i> post: ‘@AndrewWalsh19 I’ve blogged about Chris Graham and #FOI walshipedia.wordpress.com/2013/12/12/howes-that-its-just-not-cricket-mr-graham-and-mr-smith/ ...’ Ouch a tale familiar to FOI Officers ...but at the ICO”.</p>																			
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ICO blog posts (KM)	No of new posts: 3 Pageviews 6) Looking ahead: 1,039 7) Appy Christmas: 674 8) Project Eagle blog: 243	
E-newsletter (GJ)	Number of subscribers: 13, 754 Top 5 read stories: 6) DP Duck Outs 7) DM blog on data breaches in local government 8) Data Protection Practitioner Conference 2014 9) FOI fees guidance 10) What will the ICO look like in 2020	
Publications (HS / KTS)	Top 5 requested publications: 1. DP postcards – 1510 2. Data sharing checklist – 521 3. Practical guide to IT security – 317 4. Data sharing code of practice - 247 5. Subject access checklist – 246	Top 5 requested publications: 4) Personal information toolkit – 225 5) Credit explained (now out of stock) - 2
Events (KTS) Internal and external	None.	None.

Channel	Reaching organisations	Reaching individuals
Parliamentary questions (PB)	None.	None.
Research (HS)	Stakeholder engagement survey: complete.	Customer satisfaction: Only strand remaining is satisfaction with ICO publications. Due for completion Q4.
ICON (MW)	Top hit stories / pages Number of visits each day Narrative / highlights	