

Corporate Affairs report

Quarter 3, January 2016

Management Board

Headlines

- Another quarter of high-profile media coverage, with column inches and broadcast minutes filled with the TalkTalk and charity CMPs
- Elizabeth's speeches continue to prove popular, both inside and outside the lecture theatres
- More webinars, more people... LinkedIn growth continues... Successful Christmas staff events

In case you missed it: TalkTalk fine

At the start of Q3, the ICO fined TalkTalk. Details of the coverage were included as a late addition to last quarter's report. If you missed that, here are the highlights:

FINANCIAL TIMES

TalkTalk lands record fine over cyber attack

theguardian

TalkTalk hit by record fine for cyber-attack

DAILY STAR

TalkTalk fined £400k

THE TIMES

TalkTalk fined £400,000 for mass hacking breach

The story was covered as breaking news on BBC News, and was at the top of business updates for the rest of the day. Notable broadcast coverage included Elizabeth Denham appearing on 5Live's Drivetime programme.

The media reach for the day of the TalkTalk coverage was 67.7 million, vs 2.6 million on a typical day earlier that week



The announcement of the CMP on Twitter received a lot of attention, and our graphics were well shared. This tweet from BBC Breaking News went to more than 26 million followers.

Charity fines

In December, the ICO issued two fines to BHF and the RSPCA as part of an ongoing investigation into charities' compliance with the DPA. The comms work was challenging, with the story leaking to the media ahead of our planned timescales. We adapted our strategy quickly, and ultimately secured coverage that reflected our primary aims: explaining why we'd had to issue the fines.

Daily Mail

Shaming of the charity vultures

RSPCA and British Heart Foundation fined for snooping on donors' wealth after Mail exposé

Charity fines could have been 10 times bigger

DAILY Mirror

Charities who snooped on donors fined

i Charities fined for 'wealth screening' donors

ico. ICO
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Follow

ICO investigation reveals how charities have been exploiting supporters: [ico.org.uk/about-the-ico/...](https://ico.org.uk/about-the-ico/)

"The millions of people who give their time and money to benefit good causes will be saddened to learn that their generosity wasn't enough."

Elizabeth Denham
Information Commissioner

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INFORMATION COMMISSIONER'S OFFICE



Media highlights

Coverage of the ICO's enforcement work was not limited to the TalkTalk and charities coverage

THE  TIMES

Watchdog tackles web bookies over spam

Bristol***
Post

Law firm fined £30,000 for making 'nuisance' calls

theguardian

Bosses behind nuisance phone calls could face £500,000 fine

DAILY
Mirror

Spam text
firm fined
£100,000



NUISANCE
Silver Tech's
James Charman

Q A loans marketing company sent more than three million spam text messages in just five months.

A typical message from Silver Tech City Ltd read: "We have received your details and could arrange £500 over six months. Click for cash. 1270% rep APR, 292% Int. Stop 2 opt out."

Now the Bournemouth company, run by 27-year-old James Charman, has been fined £100,000 by the Information Commissioner's

Office. Silver Tech City manager Susan Jacobs insisted: "We only contact customers who have consented to receive marketing."

Funny then that the ICO says that its investigation was triggered by complaints from the public about nuisance marketing of payday loans.

In a separate case, Oracle Insurance Brokers of London was fined £30,000 for 136,000 spam texts.

Media highlights

Our speed in reacting to breaking news stories also prompted positive coverage, including an opinion piece by Elizabeth Denham on the Guardian website

the guardian

Why we should worry about WhatsApp accessing our personal information

Elizabeth Denham

Consumers have a right to be protected. That's why my office, the information commissioner, has asked Facebook and WhatsApp to pause plans for data sharing

Consumers are protected by the law. The Data Protection Act requires businesses to use people's information fairly, and in this case that means telling them what is happening.



ICO Confirms Yahoo Communication Post Breach

The Information Commissioner's Office (ICO) has confirmed that it is talking to Yahoo about the reported **billion account** breach.

In a **statement**, Deputy Information Commissioner Simon Entwisle said that the "significant data loss" at Yahoo gives it further cause for concern. "We'd expect any formal investigation to be handled by US and European authorities, but the ICO will continue to make its voice heard on behalf of people affected in the UK," he said.

the guardian

26,500 online National Lottery accounts hit by cybercriminals

A spokesman for the Information Commissioner's Office said Camelot had submitted a breach report on Tuesday night. "The Data Protection Act requires organisations to do all they can to keep personal data secure - that includes protecting it from cyber-attacks. Where we find this has not happened, we can take action," he said.

Media highlights

ICO staff continue to be seen as authoritative spokespeople

Politics Home


ALL TODAY'S POLITICS
IN ONE PLACE

Information Commissioner: Business must get serious on cybersecurity

HUFFPOST TECH

The Precious Family Photos Being Taken Hostage



Dr Simon Rice 

Technology Group Manager at the Information Commissioner's Office (ICO), the UK's independent body set up to uphold information rights.

**Modern
LAW MAGAZINE**

Jonathan Bamford TALKS NEWS

The Head of Strategic Liaison at the Information Commissioner's Office (ICO) outlines how to avoid risking your reputation and a fine of up to £500,000 by looking after your clients' details.



Info Commissioner speeches

Elizabeth talked data protection at the NADPO conference and FOI at a Holyrood event. Both were very well received by the audiences.



Elizabeth's background as an archivist in Canada brings us back to link between open government, data sharing and culture & history
[#FOIScot](#)



[@ICOnews](#) Really impressive and persuasive, and a great commitment to supporting all organisations through [#GDPR](#)



Lynn Wyeth
[@LynnFOI](#) - 21 Nov 2016



The new Information Commissioner is winning over a room full of info rights geeks [#nadpoconf](#)

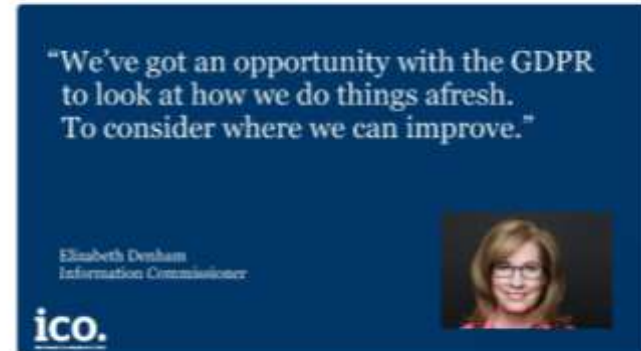
Comms provided support around both, drafting the speeches and promoting the key messages through the website and social media.

Transcripts of the speeches have since been read by **4,500** people.

[ico.](#) [ICO](#) [@ICOnews](#) · 1 Dec 2016
Information Commissioner Elizabeth Denham is beginning her speech at [#FOIScot](#) [@HolyroodEvents](#)



[ico.](#) [ICO](#) [@ICOnews](#) · 21 Nov 2016
Elizabeth Denham brings her speech at [#nadpoconf](#) to a close. Read her full speech here: [ico.org.uk/about-the-ico/](#)




Twitter



Our
18,250
followers see our tweets...

↑
(up **5%** on last quarter)

We got  **4,800** retweets
last quarter, and  **2,700** likes

An impression is when a tweet is seen by someone, either because they follow us or they've seen a retweet.

Our tweets received

1.65million impressions in the last quarter

Our growth in followers and impressions both slowed a little versus Q2, which can be attributed to the dip in social media interest pre Xmas

Top twitter stories

1st

Government confirms implementation of GDPR.
127 retweets, 47 likes

(A second tweet the next day got 60 further retweets)

2. TalkTalk fined record £400,000
65 retweets, 15 likes

3. Update on WhatsApp / Facebook investigation
52 retweets, 26 likes

The government confirms the UK will implement **#GDPR**. This blog looks at how the ICO will help organisations prepare iconewsblog.wordpress.com/2016/10/31/how... pic.twitter.com/BOFrcNyMpy

“The ICO is committed to assisting businesses and public bodies to prepare to meet the requirements of the GDPR ahead of May 2018 and beyond.”

Elizabeth Denham
Information Commissioner



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ico. ICO @ICOnews

TalkTalk gets record £400,000 fine from ICO for failing to prevent October 2015 cyber attack ico.org.uk/about-the-ico/...

“In spite of its expertise and resources, when it came to the basic principles of cyber security, TalkTalk was found wanting.”

Elizabeth Denham
Information Commissioner



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RETWEETS 65 LIKES 15



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on Commissioner updates on WhatsApp / Facebook investigation: blog.wordpress.com/2016/11/07/mf...

think consumers deserve a greater level of information and protection, so far Facebook hasn't agreed.”

Elizabeth Denham
Information Commissioner



ico.

RETWEETS 52 LIKES 26



Facebook

Our Facebook presence continues to be strong. Our average reach has gone up to **1,754.**

This is a rise of **11%** on the quarter, despite an expected slowdown pre Xmas.

Our biggest post in terms of reach was the announcement of our fines to BHF and RSPCA. The post reached **5,800** – the record for an organic post (one which we haven't paid to promote)



ico. Information Commissioner's Office (ICO)
Published by Alex Davies [?] · 6 December 2016 · €

ICO investigation reveals how charities have been exploiting supporters:

“The millions of people who give their time and money to benefit good causes will be saddened to learn that their generosity wasn't enough.”

Elizabeth Denham
Information Commissioner

ico.

ICO investigation reveals how charities have been exploiting supporters

The Royal Society for the Prevention of Cruelty to Animals (RSPCA) and British Heart Foundation (BHF) secretly screened millions of their donors so they could...

ICO.ORG.UK

Newsletter

Our monthly newsletter now has over **100,000** subscribers.

The most popular stories this quarter were:

1. Launch of the updated privacy notices code
2. Announcement UK would adopt GDPR
3. E-receipts blog



* denotes a mandatory field

Format*

First name*

Last name*

Organisation

Email*

Region

We use a third party provider, Adextra, to deliver our monthly e-newsletter. We gather statistics around email opening and clicks using industry standard technologies including clear gifs to help us monitor and improve our e-newsletter.

For more information, please see our [privacy notice](#).

Welcome

January brings a new start and the chance to do things differently. Information rights are currently going through a huge period of change and the approaching [General Data Protection Regulation](#) brings the opportunity for us all to look at how we do things afresh. Now could be a good time to assess where your organisation's data protection is up to and where it needs to be.

Since joining the ICO, our commissioner Elizabeth Denham has made several key note speeches at a variety of events setting the scene for her contribution to information rights in the UK. You can find them on our website in [news and blogs](#) by using the speech filter.



We recently updated to a new newsletter sign-up form created to offer a two-step security to our subscribers. We have had some problems with confirmation emails not being received, and are working with the newsletter provider and our IT department to resolve this.

LinkedIn

The ICO LinkedIn page attracted **691** new followers in Q3, continuing its strong recent growth.

Posts received **2,900** likes, up **45%** on Q2.

Three posts gained far more impressions than our others

Information Commissioner's Office TalkTalk gets record £400,000 fine from ICO for failing to prevent October 2015 cyber attack <https://lnkd.in/e-6zGw2>

"In spite of its expertise and resources, when it came to the basic principles of cyber security, TalkTalk was found wanting."

Elizabeth Denham
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Information Commissioner's Office ICO statement regarding incident at Camelot

29,314 impressions	659 clicks	189 interactions	2.89% engagement
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Information Commissioner's Office The government confirms the UK will implement GDPR. This blog looks at how the ICO will help organisations to prepare.

21,384 impressions	358 clicks	202 interactions	2.62% engagement
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Organic Targeted to: All Followers

32,094 impressions	265 clicks	182 interactions	1.39% engagement
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Social media referrals

One of the reasons we use social media is to direct people to our website.

The strong growth in our social media presence across the past twelve months has prompted a similarly strong increase in the amount of people being directed to our website from these social media channels.

Twitter
Q3 referrals:
8,990

Up **63%** on Q3 2015/16



Facebook
Q3 referrals:
10,562

Up **130%** on Q3 2015/16



LinkedIn
Q3 referrals:
5,648

Up **294%** on Q3 2015/16



Webinars

Webinars allow us to reach a large audience, without staff needing to dedicate large amounts of time to organising events or travelling to London etc.



Almost **1,400** people tuned into our webinars on cyber security and data protection on the move. The two webinars have since had **2,500** YouTube views.

Over the last year,
10,800 people accessed our seven webinars

	Webinar attendees	YouTube views
Subject access requests	757	1397
Cyber security	655	1193
Data protection on the move	405	553
Records management (public sector)	398	772
Can you afford a data breach?	381	771
Charities	352	1535
Data protection for law firms	282	1417

Events and conferences

Corporate Affairs supports events the ICO attends. This can include submitting exhibition forms and ordering furniture, through to ensuring there is ICO branding and guidance available for the stallholder on the day. We also provide dedicated comms support around the event.

Events we supported this quarter included:

- 10-11 November: New Start Scotland, SECC Glasgow. Colleagues in the Scottish Regional Office manned an enquiry desk giving data protection advice to hundreds of SMEs looking to expand or start-up.
- 17 November: Andy Rose from Strategic Liaison spoke at the iNetwork winter conference in Manchester
- 22 November: Information Governance Alliance, Birmingham: Ian Inman was a plenary speaker in the morning session and along with Stacey Egerton ran a GDPR workshop with NHS England in the afternoon.

 **ICO**
@ICOnews

 Follow

ICO's Ian Inman talking consent and the NDG review at #IGAConf. More on consent here: ico.org.uk/for-organisati...

“Individuals should clearly understand the choices available to them. They should know what is happening to their data and why it is happening, otherwise how can they have given fully informed consent?”

Ian Inman
Group Manager, Strategic Liaison





ico.org.uk

There's a new entry in popular pages in our 'for the public' section, as the criminal and police records page makes the top three:

1. Find out how to request your personal information

54,000 page views

2. Criminal records, court records and police records

26,000 page views

3. CCTV

22,000 page views



Popular pages for organisations remain consistent, with total visitors slightly down on last quarter

1. Guide to data protection

133,000 page views

2. Key definitions

100,000 page views

3. Registration page

78,000



ICON

553,417 page views in Q3,

(a slight decrease reflecting the Xmas break)

Top news stories:

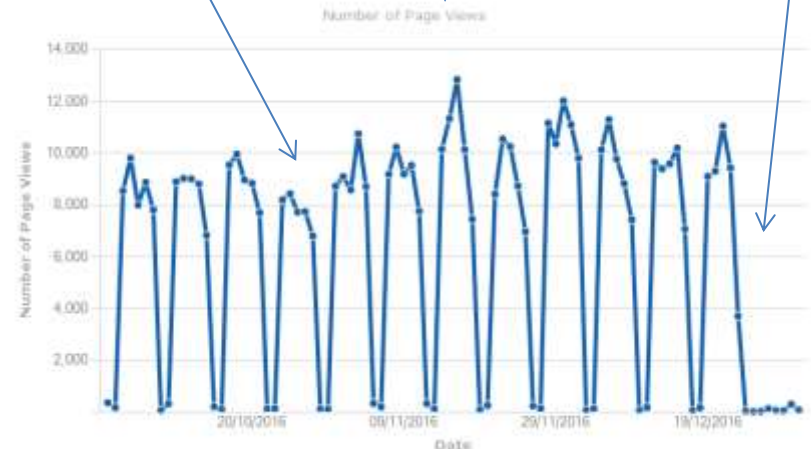
1st All staff town hall meeting (October)

2. Informer (December)
3. Charities CMPs
4. Wellbeing day details (October)
5. ICO expansion update (November)

Comms around ICO expansion

Half term dip

Pre Xmas drop, as staff go on leave



Internal communications

Work this quarter included organising a 'Town Hall' meeting as part of the communications approach to the ICO expansion... supporting a successful staff Wellbeing Day... a well-attended Christmas party, a Christmas jumper day and a popular charity raffle, all raising £870..... more well-attended birthday socials...



