

Achieving the vision

Quarterly Corporate Affairs evaluation report Quarter 3 - 2012-13

Robert Parker, Head of Corporate Affairs 10 January 2012
Circulation: MB, CA, IRC via HC, Scotland/Ni and Wales Asst Commissioners.

1. Media roundup

- There were 1,499 media items this quarter.
- Coverage was 79% on message, 10% positive, 8% balanced and 3% negative.

On message = basic coverage that reports what we have done, without comment.

Positive = coverage that is explicitly complimentary of the ICO

Balanced = coverage that includes both positive and critical comment;

Negative = coverage that is explicitly critical of the ICO without mitigation or defence

- Proactive ICO news releases generated 34% of the coverage.
- The press office handled 356 calls from journalists

- 16 news releases issued
- 23 reactive statements issued
- 29 interviews arranged

- 6,466 e-newsletter subscribers

- 6,432 followers on Twitter – a 10% increase on Q1
- Facebook 'likes' up 43% to 372 on Q2
- LinkedIn followers up 15% to 858 on Q2

- **Highlights:**

PECR / SPAM texts – on 1 October, the ICO announced its first two 'notices of intent' issued under PECR. Simon Entwisle was interviewed by BBC Breakfast and Radio 4 You & Yours. The story was also reported by most nationals including the Daily Mail, Telegraph, Guardian, Times and the Metro.

A press release issued by the Scottish Lib Dems on the same day welcomed our action. Commenting on the fines, Edinburgh's Liberal Democrat MP Mike Crockart was quoted: "This announcement is hugely welcome and hopefully marks the start of a much more active enforcement phase by the ICO".

November saw a higher than average percentage of positive coverage for the ICO, triggered by our work on PECR – both the naming and shaming of companies on the ICO website, and the announcement of our first CMPs (final penalty notice stage) issued against two owners of an illegal marketing firm.

The naming of companies contacted by the ICO over spam texts and cold calls complaints was a decision welcomed by [Which?](#), who on their website blogged their support of our decision, but also took the opportunity to call for 'tougher sanctions against those found to be breaking the law'.

On 28 November the ICO's first final penalty notices issued under PECR were reported by BBC One's 1 o'clock news (and repeated throughout the day – again on the 6 o'clock and 10 o'clock news). BBC coverage showed footage from the ICO's raid on Tetras' office in Stockport, and an interview with Chris Graham. Simon Entwisle also carried out interviews with 15 BBC regional radio outlets and BBC Radio 5 Live. Coverage of the story continued to appear widely the next day with three pages in the Daily Mail, and a front page article in the Metro.

The Daily Mail's editorial described the ICO as having "struck a significant blow for a British public sick and tired of being endlessly bombarded", while the front page of the Metro went with the headline "spam texts victory".

December, coverage of the ICO's work on SPAM texts continued with Simon Entwisle taking part in an interview for a Chinese news channel, viewed by over 50 million people. The interview took place at the ICO's Head Office in Wilmslow and included footage of the office and raids carried out by the ICO Enforcement team.

Good Practice audit reports – a news release highlighting concerns about data protection compliance within the local government sector and NHS generated a good level of trade press during October, including the Health Service Journal and PublicService.co.uk

Construction blacklist – an article in the FT (published Saturday 20 October) reported that Labour MP, Tom Watson had publically called on the ICO to write to the thousands of construction workers named on a secret blacklist. Mr Watson told the FT that the ICO had a "duty" to release the material, contrasting the ICO's refusal to inform victims with the way that the Metropolitan Police was pro-actively approaching all phone-hacking victims.

The article also included comments from shadow business secretary Chuka Umunna, that it was "imperative" that the ICO did "everything in its power" to contact everyone on the list.

A Sunday People article on 2 December (also reported on Mirror.co.uk) reported that blacklisting is still in existence in the construction industry with thousands of workers secretly blacklisted and denied jobs on building projects like the London Olympics.

The article noted that Shadow Business Secretary Chuka Umunna had again called on Information Commissioner to 'pull his finger out so victims can claim compensation'. He told Mr Graham: 'Livelihoods have been destroyed and families torn apart by financial stress.'

Google / CNIL investigation - on 16 October CNIL announced that their investigation into Google's privacy policy changes had concluded a breach in European privacy laws. Prior to this announcement, on 12 October the Sunday Times obtained a copy of the letter from an unknown source and on 14 October reported that data watchdogs were 'ready to lash Google'. The Sunday Times article included extracts from the letter and included Chris' comments that combining personal data on such a large scale created high risks to user privacy. On 16 October, Press Office issued a formal statement in response to CNIL's announcement confirming that we would await Google's response (which would be considered by the CNIL on behalf of the ICO and the other European data protection regulators), before making a decision on further action

Leveson Inquiry report – on 29 November, Lord Justice Leveson’s report on phone hacking was published. On 30 November, every national newspaper covered the story. To the most extent, the ICO avoided any major criticism, however the Guardian and the Times did make reference to Leveson’s criticism of the ICO’s decision not to take action against the journalists linked to Whitmore’s ledgers back in 2009.

The Times article also noted Leveson's criticism of the ICO for failing to pursue a clear strategy following Operation Motorman, and the Guardian reported that the ICO had failed to act on evidence uncovered in 2003 linking the media to the illegal obtaining of personal data.

Scottish Borders Council CMP – an article in the Borders Telegraph on 21 November heavily criticised the ICO for imposing a monetary penalty on an already ‘cash strapped council’. The article, titled ‘250,000 reasons to be angry’ also noted that in order to save money, the council had already had to cut jobs, reduce working hours and raise costs for other services.

A similar article in the Southern Reporter reported that ‘leading councillor’, Stuart Bell had welcomed the Council’s appeal, noting that he was ‘concerned that SBC had been honest and reported the data breach yet were still handed an unfair and hefty fine.’

2. Website developments

12 December: Launch of a new-look left hand menu, designed to make the hierarchy of the site clearer, and make it easier for users to see where they are in the site at any given time. Including the introduction of movement into the navigation so that sub-levels are dynamically revealed as users click.

9 November: Launch of new Enforcement section, largely in response to feedback from customers saying they wanted us to do more to publicise the action we are taking. Includes new content to update users about the investigations and action we are taking, and the enforcement-related content previously housed deeper in the site, in the ‘What we cover’ section.

6 November: Release of redesigned ‘For the public’ and FAQ section to better signpost the information visitors are looking for, including new graphical buttons on the main landing page to prominently show the most popular topics.

New development and maintenance supplier procured, which brings website development and hosting together with the same supplier to speed up and reduce costs of deployments.

Feedback

“Gentleman trying to make a SAR & wanting further advice just told me on helpline that he thinks the SAR advice & particularly the specimen letter is very helpful indeed.”

“There is no save facility for forms partially processed or saving if someone doesn’t have access to a printer.”

3. Projects

Customer satisfaction research	
Objective	A bespoke programme of research among users of all ICO services providing feedback on how well the ICO is doing according to its end-users.
Audience	ICO customers in the following areas: <ul style="list-style-type: none"> • Helpline (First Contact) • Written Advice • Good Practice • Complaints Resolution

Status	Stage 1 complete
Results	<p>On 7 December, the stage 1 results of the customer satisfaction research project were presented to the ICO project team.</p> <p>Overall satisfaction:</p> <div style="display: flex; justify-content: space-around;"> <div style="text-align: center;"> <p>Complaint handling</p> <p>%</p> <p>Very satisfied 32</p> <p>Fairly satisfied 26</p> <p>Neither/nor/d on't know 9</p> <p>Not very satisfied 13</p> <p>Not at all satisfied 19</p> <p>58%</p> <p>32%</p> </div> <div style="text-align: center;"> <p>Written advice</p> <p>%</p> <p>Very satisfied 33</p> <p>Fairly satisfied 25</p> <p>Neither/nor/d on't know 12</p> <p>Not very satisfied 16</p> <p>Not at all satisfied 14</p> <p>58%</p> <p>30%</p> </div> <div style="text-align: center;"> <p>Helpline – General enquiries</p> <p>%</p> <p>Very satisfied 81</p> <p>Fairly satisfied 14</p> <p>Neither/nor/d on't know 2</p> <p>Not very satisfied 0</p> <p>Not at all satisfied 2</p> <p>95%</p> <p>2%</p> </div> </div>

4. Publication requests

Number of publications sent out	33,657	Comparison with this quarter last year	-21%
		Comparison with last quarter	-29%
Top five publications	Title	Number of print copies distributed	
	1 DP principle postcards	44,899	
	2 Credit explained	13,711	
	3 Data sharing checklist	10,589	
	4 Personal Information Toolkit	9,326	
	5 DPA – when and how to complain	6,772	
How people ask for publications	Method	Number of requests	% of total this quarter
	Website (form)	31,048	92%
	Phone call direct to distribution house (usually just ICO staff; also some customers with old publications showing the direct publication line)	1,250	4%
	Phone call to ICO (menu option 4: order a publication)	1,359	4%
Feedback from users	<p>"The Data Protection Principles postcards you sent are proving a great success. Whenever I talk to anyone about Data Protection I give them one, so now I am running low. Do you still have some in stock? If so, please could you send me some more? I don't wish to be greedy, but I could easily use up about 200 in the coming 12 months, but I would be grateful for however many you can spare.</p> <p>"A bit more feedback - the Principles are fundamental and</p>		

	<p>won't change when legislation does, so the cards will always be valuable."</p> <p>Trevor Marshall Information & Data Manager, IM&T British Medical Association</p>
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5. Speaking engagements

Number of speaking engagements organised	58
Reaching	Approximately 2500
Audience profile	Data Protection Officers IT Professionals Academics Information Rights Public Sector Corporate Suppliers International Counter-fraud experts Local Authorities FOI officers

6. Questions in Parliament

	Last quarter	This quarter
Number of PQs of relevance to the ICO		
Most relevant		

Number of PQs handled by the ICO	7 (mostly related to unsolicited calls/texts)
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7. Corporate Governance

Development of new business continuity plan Monthly Corporate Governance bulletin to Leadership group members
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8. Other

Staff survey	<ul style="list-style-type: none"> Staff survey fieldwork completed in November. Final response rate was 85%.
What's coming up	<ul style="list-style-type: none"> Reinstall web analytics at the beginning of February Switch over to dot org from got gov Pilot Information Rights materials in two schools – January Annual Report Publicise high profile CMPs DPO conference

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| | <ul style="list-style-type: none">• Design customer satisfaction survey for Enforcement 'customers'• Launch new ICON – March / April• Implement stakeholder CRM – February• Organise focus groups in BME communities around SAR code of practice |
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