

Communications report

April 2013

Headlines

- 233 press cuttings (down 68% on Apr 2012)
- 101 media calls handled (2 out-of-hours) (down 49% on Apr 2012)
- 5 news release issued
- 2 media interviews arranged, 2 carried out
- 354,001 website visits
- 8,329 publications distributed
- 0 events arranged

Channel		Reaching organisations	Reaching individuals
Cuttings (HS / KTS) Generated: 57 Non-generated: 176 Total: 233 0% positive 91% on message 5% balanced 4% negative	Consumer media	On 23 April an article in the Independent (circ 75,603) reported that the Department for Education could face action from the ICO after making limited progress improving the timeliness of its responses to FOI requests.	On 3 April there was wide spread coverage (inc Guardian – circ 196,004 and BBC.co.uk) of an announcement made by the French data protection regulator CNIL, which confirmed that six national data protection regulators, including the ICO, have launched investigations into Google’s updated privacy policy. 26 April Nick Clegg announced that the Communications Data Bill has been scrapped. The Daily Mail reported that the Home Office was unhappy with the Deputy PM’s decision as they believed the Liberal Democrats were ‘onboard’ with the plans.

Channel		Reaching organisations	Reaching individuals
			Also on 26 April, the Daily Mirror (Ulster edition) reported on an ICO undertaking issued to a GP practice in County Armagh. The BBC and Belfast Telegraph websites, along with BBC Radio Ulster and BBC Radio Foyle, also reported that the Western Health Trust has reported a suspected data breach after medical records were found in a garden in Londonderry.
	Trade / sector media	On 19 April an article on Techworld reported that the ICO's crackdown on a firm accused of sending huge amounts of SPAM texts appeared to have caused a marked drop in the number of unsolicited messages being received by UK mobile users. Using figures from the GSMA's 7726 Spam Reporting Service, unsolicited text volumes dropped markedly after November 2012 with the commonest form, PPI spam, falling from a peak of 47% of complaints to 26% in March. According to Cloudmark, the decline was most likely connected to the 'huge £440,000 fine handed out in November by the Information Commissioner' to the two owners of Manchester-based Tetras Telecoms - 'which seems to have discouraged others using the same business model, amplifying the sudden drop'.	
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).			

Channel	Reaching organisations	Reaching individuals
<p>Web stats (SM)</p> <p>354,001 visits -19% vs March 2013 +82% vs March 2011</p>	<p>Page views in 'for orgs' section: 461,040 (-15%)</p> <p>Top pages:</p> <ol style="list-style-type: none"> 1. Data protection (69k) 2. Registration (24k) 3. Guide to data protection (24k) 4. Cookies (18k) 5. Data protection principles (17k) <p>Hits to guidance / new content [stats available from May onwards]</p> <p>Top 5 most hit guidance [stats available from May onwards]</p> <p>Registration forms downloaded [stats available from May onwards]</p>	<p>Visits to 'for the public' pages: 147,427 (-23%)</p> <p>Top pages:</p> <ol style="list-style-type: none"> 1. Nuisance calls and spam texts (34k) 2. Find out what info is held about you (20k) 3. Nuisance calls (15k) 4. Criminal records (7k) 5. Spam texts (6k) <p>Nuisance call/text reports: [stats available from May onwards]</p> <p>Complaints: Most visited complaints pages:</p> <ol style="list-style-type: none"> 1. Automated calls (11k) 2. Telesales (4k) 3. Handling information (5k) 4. Getting information (4k) 5. Spam texts (3k)
<p>General trends / projects</p> <ul style="list-style-type: none"> • New homepage – very well received, users now finding info much quicker • Site search – more relevant results, better design • .org.uk move – successful but led to drop in traffic from search (expected, will rise over time) • Mobile devices now 14%, up from 2% in 2011. • Top referrers: whocallsme.com (12k); ICON (4k); Ofcom (4k); twitter (1.5k); bbc (1.5k) 		

Channel	Reaching organisations	Reaching individuals
<p>Social media (HS)</p> <p>Total: 1,564</p> <p>ICO: 51% DP: 28% FOI: 18% Data security: 3%</p> <p>82% positive 15% neutral 3% negative</p> <p>No of visits to the website from social media platforms: 3,051</p>	<ul style="list-style-type: none"> • LinkedIn followers: 1,298 • Twitter followers : 7,216 <ul style="list-style-type: none"> • ICO tweets: 49 • No. of retweets: 317 • YouTube views: 5,913 (-40%) <p>Social media mentions of ICO decreased during April, however the Press Office's own PR activity continued to be an influential driver of discussion.</p> <p>The most prominent stories generating interest included a statement issued by Press Office confirming the ICOs on-going enquiries into Google's updated privacy policy, reaching over 43,000 potential readers. One post on theregister.co.uk however commented that although 'various other European data protection commissioners have taken action against Google...the UK's ICO have never fined Google a penny, ever', and that 'senior staff have accepted jobs from ICO.'</p> <p>The prosecution of a Hertfordshire estate agent for non-notification was also prominent, shared mainly across Twitter.</p> <p>David Smith was the leading spokesperson during April, quoted mostly in relation to the ORG Con North conference, reaching over 2,000 potential</p>	<ul style="list-style-type: none"> • Facebook 'likes': 570 <p>Discussion concerning FOI increased by 8% this month. A key topic included an FOI request submitted to the Home Office concerning the Communications Data Bill. Facebook user <i>Mark Pack</i> informed friends 'Bingo. ICO rules in my favour that Home Office really does have info it claimed it didn't and refused to hand over in FoI request'.</p> <p>Aside from Twitter and Facebook, <i>moneysavingexpert.com</i> was the leading social media site this month. 'Make a polite complaint, company now going crazy!' received the highest volume of unique comments, where the ICO was recommended as a source of advice. With regards to the display of a consumer's personal details, <i>Steve059</i> commented: 'If they've posted it with your personal details shown, then take a photo, and then write to the company, asking them to blank out your personal details and also escalate the matter to the ICO'.</p>

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	<p>readers.</p> <p>Data protection was the key topic during April, influenced during the latter part of the month by an article on <i>computing.co.uk</i>, 'ICO: Europe's prescriptive approach to data protection won't work in the UK', tweeted by 17 micro-media users and shared across 10 LinkedIn accounts. The most influential Twitter users, in terms of the volume of followers, to share the article included <i>Computing_News</i> and <i>StuartSumner</i></p> <p>A tweet from <i>DigitalLawUK</i> was the main topic of negative content (2,000 potential followers): 'UK's data protection regulator ICO is ineffective, says UEA research', which was re-tweeted by Dr Karen Cullagh who stated: 'There is a real risk that the ICO will remain an ineffective regulator in the future.'</p> <p>News surrounding online privacy was further driven by the ICO's warning to GP practices regarding the security of email accounts. Re-tweets of the story were shared amongst 3,466 potential readers.</p> <p>Twitter was the leading social media source, where key topics included online privacy and data audits. @ICONews was</p>	

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	<p>the most influential Twitter handle, driving re-tweets across the channel. The highest volume of re-tweets was generated by a Press Office tweet: 'Don't use unsecure email accounts for sensitive personal data: GP practice warned after #databreach'.</p>	
<p>ICO blog posts (SM)</p>	<p>No of new posts: 3</p> <p>EU reforms (David Smith) – 1,746 views Guidance (Steve Wood) – 858 views Blacklisting (David Smith) – 803 views</p>	
<p>E-newsletter (GJ)</p>	<p>Number of subscribers: 8,234</p> <p>Top 5 read stories:</p> <p>David Smith's latest EU blog Dame Fiona Caldicott's report General enforcement update list Latest FOI monitoring list Update on sector definition documents</p>	
<p>Publications (HS / KTS)</p>	<p>Top 5 requested publications:</p> <p>DP principle postcards – 2,366 Credit explained booklet – 1,125 Data sharing checklist – 790 A practical guide to IT security – 464 Data sharing code of practice - 288</p>	<p>Top 5 requested publications:</p> <p>Personal information toolkit – 669 Credit explained – 401</p>

Channel	Reaching organisations	Reaching individuals
Events (KJ) Internal and external	N/A	N/A
Parliamentary questions (PB)	3 PQs of direct interest, relating to: <ul style="list-style-type: none"> • Blacklisting • TPS • Leveson 	
Research (HS)	<p>Customer satisfaction: Enforcement strand now complete and report received.</p> <p>Annual Track: now complete and awaiting report.</p> <p>Stakeholder engagement survey: procurement / ITT currently in draft.</p>	<p>Customer satisfaction: written advice 'wave 2' near completion.</p> <p>Annual Track: now complete, awaiting report</p>