

Communications report

June 2013

Headlines

- 1,541 press cuttings (up 151% on June 2012)
- 133 media calls handled (2 out-of-hours) (down 18% on June 2012)
- 8 news release issued
- 10 media interviews arranged, 10 carried out
- 350,983 website visits
- 7,168 publications distributed
- x events arranged

Channel		Reaching organisations	Reaching individuals
Cuttings (HS) Generated: 423 Non-generated: 1,118 Total: 1,541 1% positive 97% on message 0%	Consumer media	<p>21 June - The Guardian reported on the ICO's approach to Google's privacy policy, after CNIL issued a formal notice warning Google it would be fining the company if it failed to rewrite its privacy policy within three months. The article noted that Spain had also issued a monetary penalty while the ICO was 'considering Google's compliance' and would shortly be writing to Google to confirm preliminary findings.</p> <p>Also on 21 June Press Office issued a news release announcing an ICO enforcement notice issued to Google ordering the deletion of WiFi data collected by its Street View cars. The notice was reported by ITV News, BBC online,</p>	<p>On 12 June BBC One's Panorama programme examined the use of traffic enforcement cameras, which are increasingly being used by councils to issue fines for road offences. The programme included an interview with the ICO's Jonathan Bamford who explained that the use of such cameras must be proportionate.</p> <p>Later in the month, on 18 June an ICO press release issued to announce the issue of two monetary penalties totalling £225,000 to two companies at the centre of the BBC Three programme 'The Call Centre', received widespread coverage in both national and local media. Simon Entwisle also took part in interviews for BBC Breakfast, Radio 5 Live and ITV News. Coverage continued to be generated</p>


Channel	Reaching organisations	Reaching individuals
<p>balanced 2% negative</p>	<p>Express online, the Independent, Metro, Scotsman and various trade titles including ComputerWeekly and the Register.</p> <p>On 27 June, The Independent reported that Cheshire Police had 'admitted carrying out an unlawful raid' on the home of Operation Motorman whistleblower Alec Owens. The article noted that Cheshire Police had confirmed to Owens, in a letter sent on behalf of Deputy Chief Constable Helen King, that the raid - related to the Data Protection Act 1998 - was unlawful. "Given the totality of the circumstances and the fact you are a professional person with no previous convictions I do not believe the warrant was necessary," said the force.</p> <p>Also on 27 June, the Telegraph reported that Viviane Reding has written to the UK Government asking questions around allegations of 'snooping' by GCHQ, a column in the Times suggests British society is more open than ever.</p>	<p>over the following days – and was mostly positive in tone. The Times however did report that complaints to the ICO around cold calls had 'soared' but with limited enforcement action. The article highlighted that 'the ICO is now calling for a change in the law to make it easier for it to fine companies that make unwanted sales calls.'</p> <p>On 20 June reports emerged that the Care Quality Commission (CQC) had deliberately suppressed an internal review which highlighted weaknesses in its inspections of University Hospitals of Morecambe Bay NHS Foundation Trust. The CQC cited the DPA as the reason they couldn't name two senior officials involved. Chris Graham was interviewed on BBC breakfast, Sky News, the Today programme, Radio 5 Live, News 24 and ITV News – and late afternoon (20 June), CQC decided to release the names of the individuals featured in their report. The role of the ICO in making this happen was acknowledged across print media the following day, with the Independent titling their article: 'Data protection' is no longer an excuse', and the Telegraph website: 'Public bodies use privacy laws to hide information, says watchdog'.</p> <p>And finally...on 27 June, the Daily Express (Scotland) suggested a novel way the ICO can ensure DM Designs pay their CMP; 'by publishing the chief exec's home phone number so the public can call him to remind him to hand over the money.'</p>

Channel		Reaching organisations	Reaching individuals
	Trade / sector media	<p>On 3 June Press Office requested a correction to a misleading article on TechWorld.com which claimed that the ICO was failing to deliver an acceptable level of service due to a lack of funding. The article was corrected to make clear that the report the article refers to was a risk assessment, and that the risk described may arise in March 2015, if ICO funding streams have not been assured.</p> <p>An article mid-June, in Marketing Week reported on Which?'s call for a taskforce to be setup to tackle nuisance calls. The article calls for the ICO's powers to be expanded to make it harder for businesses to use customer lists without have done due diligence first.</p> <p>On 27 June a PC Pro article headlined, 'If the ICO won't crackdown on dodgy data, we should do it ourselves' claimed that the ICO couldn't be trusted to conduct even a 'basic investigation' – and in relation to the EE / Ipsos Mori story the previous month, the ICO had taken EE and Ipsos Mori at their word rather than requesting to see the documents the Sunday Times had access to, or asking even basic questions about how the database search was conducted.</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 (SM)</p> <p>350,983 visits -2.68% vs May 2013 +73.06% vs May 2010</p>	<p>Page views in 'for orgs' section: 553,041 (-4%)</p> <p>Top pages:</p> <ol style="list-style-type: none"> 1. Data protection 53k (-29.4%) 2. Registration 25k (+7.9%) 3. The guide 21k (-20.5%) 4. Cookies 17k (-8%) 5. Freedom of information 15k (-14%) <p>Hits to guidance / new content</p> <ol style="list-style-type: none"> 1. TV call centre fined £250k (4k) 2. Fax blunder leads to £50k penalty (4K) 3. Glasgow city council fined £150k (3k) 4. Adoptive parents details mistakenly sent to birth family (3k) 5. Patients details left in Stockport (3k) <p>Total number of PDF downloads: 50,176</p> <ol style="list-style-type: none"> 1. New registration 9,010 2. CCTV 2,766 3. Guide to DP 2,323 4. Cookies 1,767 5. SAR and third party 1,452 6. Personal information checklist 1,046 7. Data sharing code 979 8. Employment practices code 844 9. Data sharing checklist 759 10. Guide to FOI 729 <p>Registration forms downloaded: 6,984 (+184.60)</p>	<p>Visits to 'for the public' pages: 129,545 (+4%)</p> <p>Top pages:</p> <ol style="list-style-type: none"> 1. Personal information 21k (-2.87%) 2. Thanks 13k (-17.5%) 3. Crime 9k (+6.5%) 4. Marketing calls 7k (+35.4%) 5. Official information 7k (+.3%) <p>Nuisance call/text reports:</p> <ol style="list-style-type: none"> 1. Report your concerns (3k) <p>Complaints:</p> <ol style="list-style-type: none"> 1. Marketing (11k) 2. Handling (6k) 3. Getting information (4k) 4. Satisfied with our service (611)

Channel	Reaching organisations	Reaching individuals
	<p>General trends / projects</p> <ul style="list-style-type: none"> • Annual Report: <ul style="list-style-type: none"> ○ PDF: 508 ○ Prezi: 363 ○ Blog: 608 • Decision notices: <ul style="list-style-type: none"> ○ Hertfordshire County Council January 2013 ○ Epsom NHS October 2006 ○ Tameside Metropolitan Borough Council February 2008 	
<p>Social media (HS)</p> <p>Total: 3,139</p> <p>ICO: % DP: % FOI: % Data security: <1%</p> <p>10% positive 88% neutral 2% negative</p> <p>No of visits to the website from social media platforms: x</p>	<ul style="list-style-type: none"> • LinkedIn followers: 1,486 • Twitter followers : 7,702 <ul style="list-style-type: none"> ○ ICO tweets: 81 (+31%) • YouTube views: 5,648 (-6%) • Website visits from social media <ul style="list-style-type: none"> ○ Twitter (+30%) ○ Facebook (no change) ○ LinkedIn (+115%) <p>Press Office tweets during 'The Call Centre' on 18 June received over 50 re-tweets.</p> <p>Recommendation for the Th!nk Privacy toolkit on LinkedIn: "Concise and comprehensive collection of posters and employee awareness material freely available at: http://www.ico.org.uk/for_organisations/training/think-privacy-toolkit"</p> <p>Rishabh Rastogi,</p>	<ul style="list-style-type: none"> • Facebook 'likes': 670 <p>A £150,000 CMP issued to Glasgow City Council during June drove online commentary attributed to Ken Macdonald - <i>Managing Member's</i> Facebook post stated: 'The ICO's Ken Macdonald said the saga 'beggars belief', adding: 'We will probably never know the extent of this breach, or how many details have been compromised'.</p> <p>Simon Entwisle also received a mention on Facebook this month, driven by the ICO's blog post 'Top five myths of unwanted marketing calls and texts'.</p> <p>Discussion surrounding the ICO was predominantly neutral in tone as most posts appeared to be driven by factual news items. As consistent with previous months, the highest volume of independent views regarding the ICO were shared across forums, in particular <i>consumeractiongroup.co.uk</i> and</p>

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	<p data-bbox="510 284 965 316">Compliance Analyst (Security)</p> <p data-bbox="510 355 1227 743">Social media coverage during June was highly influenced by Press Office activity. Over half of all ICO content appeared to be influenced by news releases issued throughout the month, in particular the announcement of an enforcement notice issued to Google over Wi-Fi data collection, which was mentioned across 38% of all social media posts. The notice was the key driver of Twitter content during June - having the potential to reach almost 7 million potential readers.</p> <p data-bbox="510 783 1227 1031">The June edition of the ICO e-newsletter was also a key topic of tweets, driving discussion concerning FOI requests. Overall the newsletter was shared amongst a combined Twitter following of almost 44,000 users. Influential social media users to share the letter included <i>FifeCouncil</i> and <i>PrivacyMatters</i>.</p> <p data-bbox="510 1070 1227 1318">A slight increase in social media content was also evident on the 24 June, influenced by re-tweets of the ICO's own Twitter post: 'Only 10% of businesses aware of the legal limitations of how they can use customer's personal data', which was shared among almost 7,000 potential readers.</p> <p data-bbox="510 1358 1205 1390">Negative content during the month was driven</p>	<p data-bbox="1265 284 1630 316"><i>moneysavingexpert.com</i></p> <p data-bbox="1265 355 2022 671">The Google WiFi enforcement notice was also discussed widely by both blog and Facebook users. With regards to the action taken by the ICO, <i>The Daily Burntwood News</i> posted: 'I know that they have not been given a financial penalty but I feel that the threat of legal action mainly prosecutions are a good deterrent for Google to get their act together'. The post was liked by 928 Facebook friends.</p> <p data-bbox="1265 711 2047 855">The announcement of two CMPs to companies at the centre of the BBC Three programme 'The Call Centre' was also shared on Facebook, and was seen by 607 people on the ICO Facebook page.</p>

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	<p>by re-tweets of the post from @Njkobie: 'Well done to @OpenRightsGroup for this on EE and data: openrightsgroup.org/blog/2013 - it's done more work looking into it than the ICO'</p>	 <p>The screenshot shows a Facebook post from the Information Commissioner's Office (ICO). The post text reads: "The ICO has today issued two monetary penalties totalling £225,000 to two companies at the centre of the BBC Three programme 'The Call Centre'." Below the text is a graphic featuring a rotary telephone and a large exclamation mark, with the headline "TV cold-calling company fined £225,000 after thousands of nuisance calls uncovered" and the URL "www.ico.org.uk". The post has received 22 likes and several comments. The comments include: "Keep hitting these folk!! Remember if you get a spam text or cold call, then report it on ico.org.uk" (18 June), "These illegal practices don't help reputable businesses trying to keep within the law" (19 June), "A real nuisance. As much power as you need you should have" (20 June), and "The penalties were not high enough as it hasn't stopped DM Design from telephoning people who are registered with TPS." (30 June). The post also shows a comment input field and a "Boost Post" button.</p>
<p>Most number of tweets / top sources for content relating to ICO</p>		

Channel	Reaching organisations	Reaching individuals
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Most Prolific Tweeters	Number of Tweets	Top Sources (Excluding Facebook and Twitter)	Volume of Posts
<i>BAINESY1969</i>	32	<i>www.consumeractiongroup.co.uk</i>	105
<i>DEEPENDS</i>	22	<i>forums.moneysavingexpert.com</i>	67
<i>ICONEWS</i>	19	<i>www.legalbeagles.info</i>	19
<i>FOIMANUK</i>	18	<i>www.mumsnet.com</i>	19
<i>FOIMONKEY</i>	16	<i>forums.pepipoo.com</i>	18

Top Tweets (by number of followers)

User	Top Tweets	Number of Followers
BBCNews	RT @DaveLeeBBC ICO gives Google 35 days to get rid of data, but stops short of issuing a fine. Too lenient, campaigners say http://t.co/eDUohxhnpt	1,661,809
BBCNews	RT @BBCRoryCJ http://t.co/SFdTdaDkJg Information Commissioner orders Google to delete more Streetview wifi data after new investigation - but no fine	1,661,649
TheNextWeb	ICO orders Google to delete all remaining payload data obtained by its Street View cars in the UK http://t.co/bl8CKxr4cX by @nisummers	911,316
Doctorow	RT @njkobie Well done to @OpenRightsGroup for this on EE and data: https://t.co/NCnNA3llZ9 It's done more work looking into it than the ICO...	293,621
Channel4News	Obama defends US spying. But the ICO tell #C4news there are "real issues" with US accessing UK data http://t.co/iriZcyG7RP	234,438
RiskRank	RT @DaveLeeBBC ICO gives Google 35 days to get rid of data, but stops short of issuing a fine. Too lenient, campaigners say http://t.co/eDUohxhnpt	135,519

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ICO blog posts (SM)	No of new posts: 5 Views per blog post: <ol style="list-style-type: none"> 1. Top five myths of spam texts 2,009 2. Advisory visits charity 651 3. Annual report blog 608 4. Advisory visits credit 506 5. The risk of revealing too much 225 (2,689 to 5 July) 	
E-newsletter (GJ)	Number of subscribers: 9, 489 Top 5 read stories: <ol style="list-style-type: none"> 1) Jobs website (44% of click throughs) 2) Spam texts myths blog (22%) 3) Vexatious requests guidance (22%) 4) General enforcement page (11%) 5) Personal information FOI exemption guidance (10%) 	
Publications (HS / KTS)	Top 5 requested publications: <ol style="list-style-type: none"> 1) DP principle postcard – 2,269 2) Data sharing checklist – 888 3) Practical guide to IT security – 393 4) Data Day Hygiene DVD – 327 5) Data sharing code of practice - 322 Comment about 'Data day hygiene' DVD: 'Thank you for the DVD and supporting material, it is clear, quite fun and exactly what we needed, excellent.'	Top 5 requested publications: <ol style="list-style-type: none"> 1) Credit explained – 625 2) Personal information toolkit – 524

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	<p>Marian Wimbleton Learner Welfare Manager, Paragon Skills</p>	
<p>Events (KJ)</p> <p>Internal and external</p>	<p>Annual report launch Thursday 20 November 2013 London</p> <p>Attended by 124 delegates plus ICO speakers and staff.</p> <ul style="list-style-type: none"> • 83% of delegates rated the presentation 'Excellent' or 'Very good' • 91% of delegates found the event useful <p>Notable comments include:</p> <ul style="list-style-type: none"> • Live feed to the ICO's website would be useful to avoid the 4 hour return train journey next year. Well worth it, just a bit of a hike. Thank you for the invitation. • Like the "we're not printing but here's a business card-sized summary of key stats" approach you took to distributing the annual report at the event. • Would have liked more on FOI as opposed to DPA, and EIRs hardly even rated a mention. Q&A was good in theory, but slightly hijacked by journalists asking about CQC, rather than allowing Practitioners to talk about less fleeting issues <p>Full feedback here: Quantitative feedback Qualitative feedback</p>	

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Parliamentary questions (PB)	ICO has been involved in answering three PQs during June. Only one was explicitly about the work of the ICO. It was focused on the steps were being taken to advise people they were on the construction industry blacklist.	
Research (HS)	<p>Customer satisfaction: All practitioner research strands complete.</p> <p>Annual Track: complete. Report and results presentation received.</p> <p>Stakeholder engagement survey: RFP currently out to tender, due to close 18 July.</p>	<p>Customer satisfaction: written advice 'wave 2' near completion. Publications underway (return rate low).</p> <p>Annual Track: complete. Report and results presentation received.</p>
ICON (KJ)	<p>Top hit stories / pages</p> <p>Number of visits each day</p> <p>Narrative / highlights</p>	