Communicating the importance of data privacy to your employees

Campaign 1: Edgy Type Toolkit for charities
TH!NK PRIVACY awareness in your business

You have hopefully now launched TH!NK PRIVACY in your business using the generic materials.

Generic + Campaign
This set of campaign materials has been prepared for immediate use. The campaign is intended to follow and complement the ‘generic’ TH!NK PRIVACY materials which are also available via our website. The generic materials contain messages with a long shelf life. They have a neutral tone of voice to inform, educate and influence perceptions about data privacy.

Edgy Type
This high visibility campaign will enable you to drive home some further important messages about data privacy.
This campaign has a distinctive and arresting tone of voice, portraying the sinister thoughts of someone who would do evil with your data. It highlights the very real threat of information that is not kept secure being accessed and abused for nefarious purposes which can have potentially drastic consequences for organisations, their employees and their supporters.
TH!NK PRIVACY has been created as a simple, easy to understand articulation of the challenge faced by employees of all organisations.

It captures the required personal responsibility and frame of mind.

It expresses the need for employees to ‘press the mental pause button’ before action.
TH!NK PRIVACY

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Your device has been removed by security in line with the requirement to operate a clear desk policy. This policy is in place to ensure that company assets are protected, but it's the personal data they hold that is of most value to criminals. The repercussions of any loss of personal data could be very serious for our business, our reputation and for you. Think privacy.

IT'S ABOUT RESPECT!

The choices our customers and employees make about how their personal data is used must be respected if we are to maintain the trust they place in us. Think Privacy.

IT'S YOUR HAND!

We are all responsible for ensuring that customer and employee personal data is kept secure and confidential. Extra care must be taken with any information that needs to be sent or taken off-site. Think Privacy.

IT'S YOUR RESPONSIBILITY!

We need customer and employee personal data to run our business successfully. We are trusted to look after this essential information. Each and every employee has a responsibility to comply with the appropriate Data Privacy laws. Think Privacy.

Always dispose of confidential data in the appropriate waste bin.

That's right, I am not going to broadcast your data all over the internet where all the world can see it. I promise to take good care of it and not destroy your customers' lives. Honest. Think Privacy! Don't compromise data!

If you send data, who's receiving it?

If you post confidential or sensitive data on a social media network, however innocently, you can never be sure who will see that information. News travels fast, don't be the cause of a leak or security breach. That would be bad news for you, your business and your customers.

Are you data privacy aware?

Your responsibility to protect your customers and colleagues does not stop when you leave the office. So, when you're out and about never work on sensitive or confidential information. Don't take the risk, you never know who is looking over your shoulder.

Do you really know what you're emailing?

Before you hit 'Send' on your email make sure you look through the email chain for any sensitive information including previous recipients and attachments. Make sure you know who you are sending it to and who's in the loop, 'Reply all' can often send the wrong information to the wrong person. Remember, you can't unsend data!
Posters & more

The posters can be printed on your desktop printer and put up in employee areas.
(See links to download the files on the following pages.)

A selection of other materials including postcard, deskdrops and bin stickers has been created.
(See links to download the files on the following pages.)
‘Data sharing’ poster

This poster highlights the importance of not divulging personal or business confidential information on social media network sites.

Printable pdfs have been created in A3 and A4 format. Click on the icons below to download them to your desktop. Print from your desktop printer.

If you send data, who’s receiving it?

If you send data, who’s receiving it? Always remember to check the privacy settings when you share data on social media platforms. Always review the data you are sharing and consider the potential risks.
Printable poster

‘Smart device’ poster

This poster highlights that we need to be aware of unwittingly sharing confidential information displayed on the screens of smart devices (laptops/PDAs/tablets/smartphones etc).

Printable pdfs have been created in A3 and A4 format. Click on the icons below to download them to your desktop. Print from your desktop printer.

Are you data privacy aware?

Your responsibility to protect your customers and colleagues does not stop when you leave the office. So, when you’re out and about never work on sensitive or confidential information. Don’t take the risk, you never know who is looking over your shoulder.
‘Data sending’ poster

This poster highlights the need to be vigilant when sending emails.

Printable pdfs have been created in A3 and A4 format. Click on the icons below to download them to your desktop. Print from your desktop printer.

Do you really know what you’re emailing?

Information on data sharing and profiling can be found in the Data Protection Act. The Act aims to protect your personal information from being used for unsolicited marketing purposes. If you have any questions, please contact the Data Protection Office.
‘Your data is safe with me’ postcards

This postcard can be used as a desktop. Security teams can conduct late night sweeps to spot confidential information being left out over night and any other security breaches. Printable pdfs have been created in A4 format. Click on the icon below to download to your desktop and follow the instructions.

That’s right, I am not going to broadcast your data all over the internet where all the world can see it. I promise to take good care of it and not destroy your customers’ lives. Honest. Think Privacy! Don’t compromise data!
Printable bin sticker

Confidential waste bin sticker – option 1

This is used to remind employees of the importance of disposing of sensitive data in the correct way.

Printable pdfs have been created in A4 landscape and portrait format. Click on the icons below to download them to your desktop. Print from your desktop printer.
Confidential waste bin sticker – option 2

This is used to remind employees of the importance of disposing of sensitive data in the correct way.

Printable pdfs have been created in A4 landscape and portrait format. Click on the icons below to download them to your desktop. Print from your desktop printer.
Canteen tray sheet

This is used to remind employees of the importance of keeping their desk clear of confidential information.

Printable pdfs have been created in A4 format. Click on the icon below to download to your desktop. Print from your desktop printer.
Filing cabinet card

Stick this to filing cabinets/lockable cupboards to remind employees of the importance of securing sensitive data in the correct way.

Printable pdfs have been created in A4 format (two A5 postcards per sheet). Click on the icon below to download to your desktop. Print from your desktop printer.
Downloadable desktop wallpaper

Desktop wallpaper – option 1

This is used to remind employees of the importance of being careful when sending emails.

Click on the icon below to download the wallpaper image to your desktop.
Downloadable desktop wallpaper

Desktop wallpaper – option 2

This is used to remind employees of the importance of being careful when sending emails.

Click on the icon below to download the wallpaper image to your desktop.
Next steps

**Go for it!**

Time to get your awareness campaign underway.

Try to monitor any changes in behaviour and measure them where possible.

Are fewer people leaving their screens on, are fewer laptops or documents being left on desks? Any change in behaviour will have a positive effect on your organisation so it’s worth noting down for reference in future communications to employees.

What was the impact of the activity? What were the big successes?

TH!NK PRIVACY has been developed by a community of organisations concerned about data privacy.

The TH!NK PRIVACY campaign has been designed by blue goose, a specialist employee communication agency. For further information please contact: +44 (0)20 7299 1670  www.bluegoose.co.uk