



**THINK  
PRIVACY**

**Communicating  
the importance of  
data privacy to your  
employees**

**Campaign 1: Edgy Type**

# 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 you, your business and your customers.

# TH!NK PRIVACY



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.

# THINK PRIVACY

## Generic collateral



## Campaign collateral



# 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.)

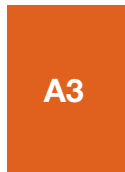


# Printable poster

## 'Data sharing' poster

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

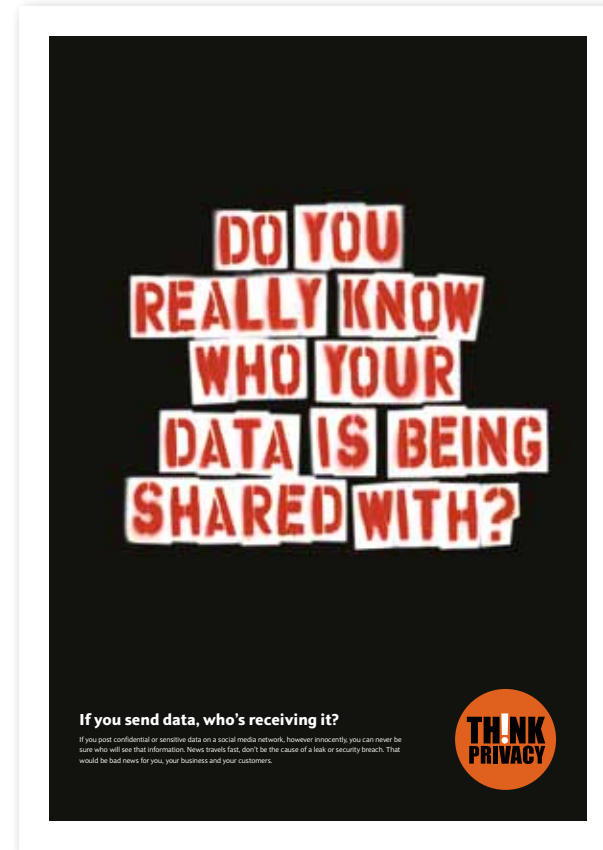
Printable pdfs have been created in A3 and A4 format. Click on the icons below to download them to your desktop. Print from your desktop printer.



PDF  
1MB



PDF  
1MB



# 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).

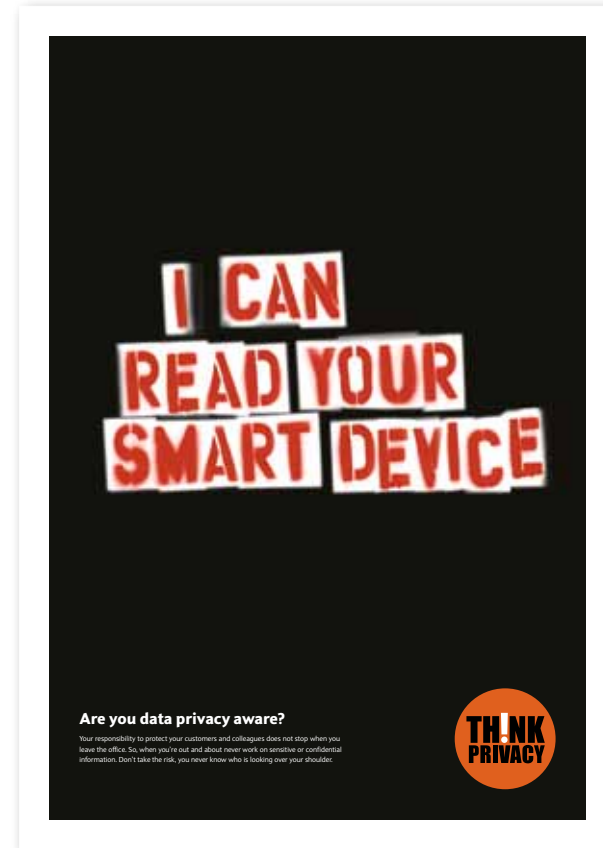
Printable pdfs have been created in A3 and A4 format. Click on the icons below to download them to your desktop. Print from your desktop printer.



PDF  
631KB



PDF  
635KB

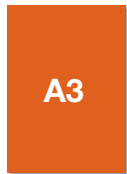


# Printable poster

## 'Data sending' poster

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

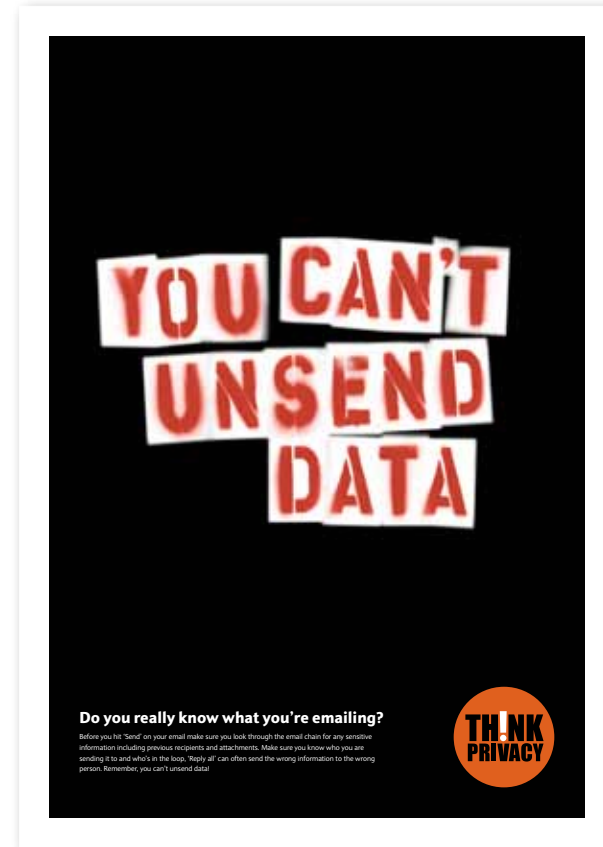
Printable pdfs have been created in A3 and A4 format. Click on the icons below to download them to your desktop. Print from your desktop printer.



PDF  
434KB



PDF  
438KB





# Printable postcard

## 'Your data is safe with me' postcards

This postcard can be used as a deskdrop. 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.



PDF  
950KB

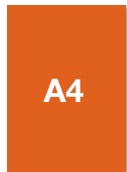


# Printable bin sticker

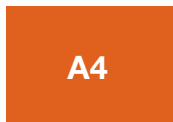
## Confidential waste bin sticker – option 1

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

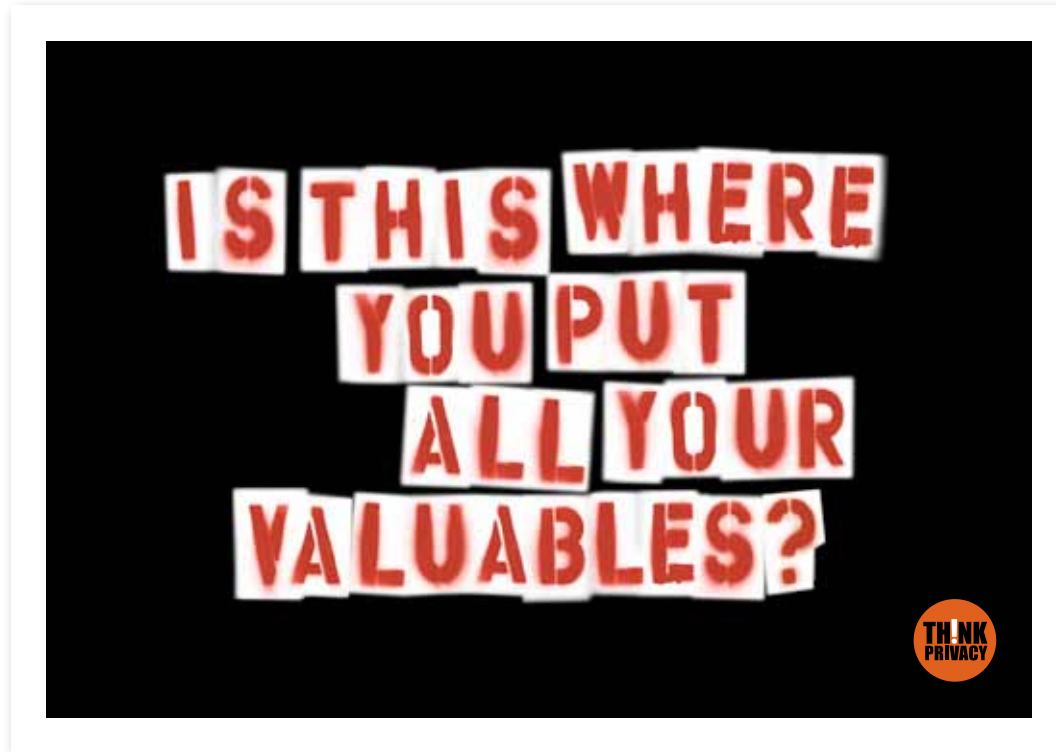
Printable pdfs have been created in A4 landscape and portrait format. Click on the icons below to download them to your desktop. Print from your desktop printer.



PDF  
401KB



PDF  
389KB



# Printable bin sticker

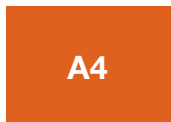
## Confidential waste bin sticker – option 2

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.



PDF  
410KB



PDF  
414KB

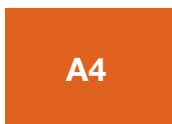


# Canteen tray sheet

## 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.



PDF  
537KB



# Printable filing cabinet card

## 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.



PDF  
934KB



# 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.



JPEG  
643KB



# Downloadable desktop wallpaper

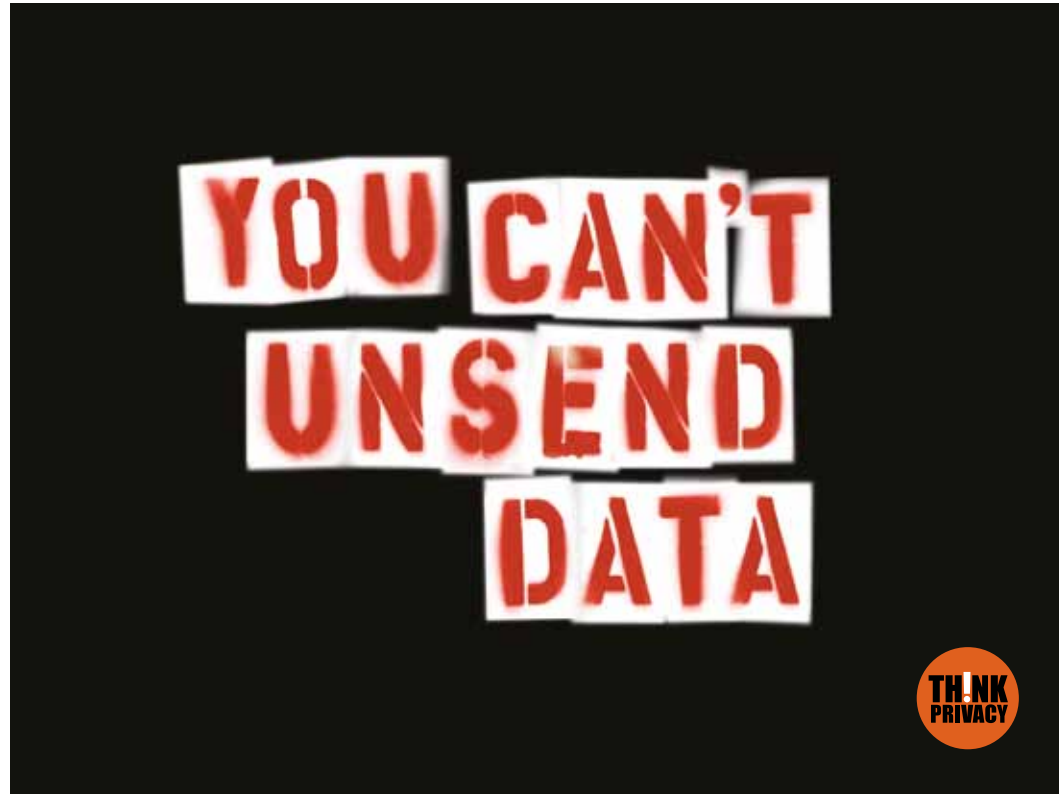
## Desktop wallpaper – option 2

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.



[JPEG](#)  
549KB



# 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?

THINK PRIVACY has been developed by a community of organisations concerned about data privacy.

The **THINK 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](http://www.bluegoose.co.uk)