TH!NK PRIVACY

Communicating the importance of data privacy to your employees

What is data privacy?

Data privacy refers to the handling of personal data.

Why is it important?

Mishandled data can have serious repercussions for organisations, their employees and their customers. Recent high profile examples include mislaid USB sticks and laptops left on trains. Privacy breaches can lead to limitless financial penalties, bad press, damaged reputation, loss of trust from customers, loss of business and for employees, the prospect of disciplinary action. It is in all of our interest to handle data appropriately.

Who is the audience?

Data privacy is relevant to – and the responsibility of – everyone in your organisation.

How do I share the key messages?

A set of generic communications, included on the pages that follow, has been prepared for immediate use. They contain messages with a long shelf life. They have a neutral tone of voice to inform, educate and influence perceptions about data privacy.

What do we want employees to do?

Take appropriate action when handling personal data. If employees are more aware of the issues, they are more likely to change their behaviour accordingly.

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.

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.)

Postcards and bin stickers have also been created.

(See links to download the files on the following pages.)

Printable poster

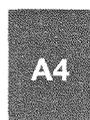### 'Responsibility' poster

Responsibility is the first of three key messages for long term use.

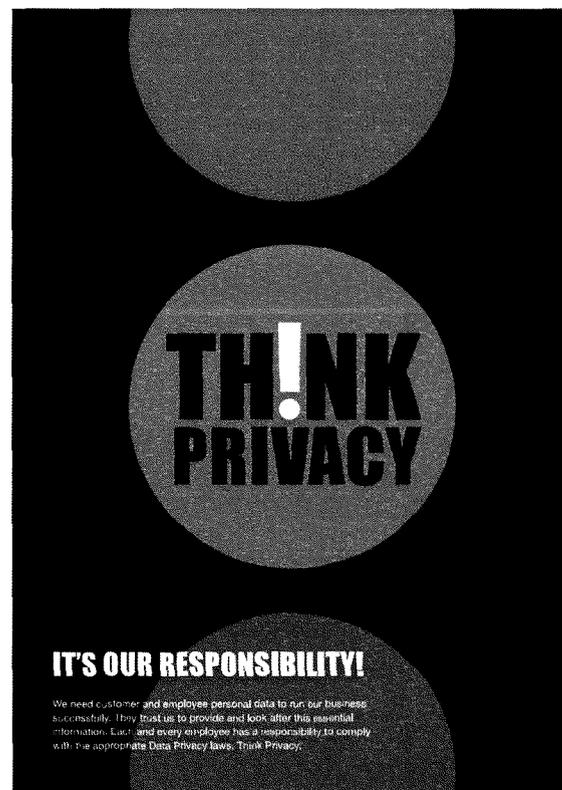The traffic light visual highlights the need to pause before acting.

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.

A3

A4

PDF
44KB

PDF
44KB

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IT'S OUR RESPONSIBILITY!

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

Printable poster

'Reputation' poster

Reputation is the second of three key messages for long term use.

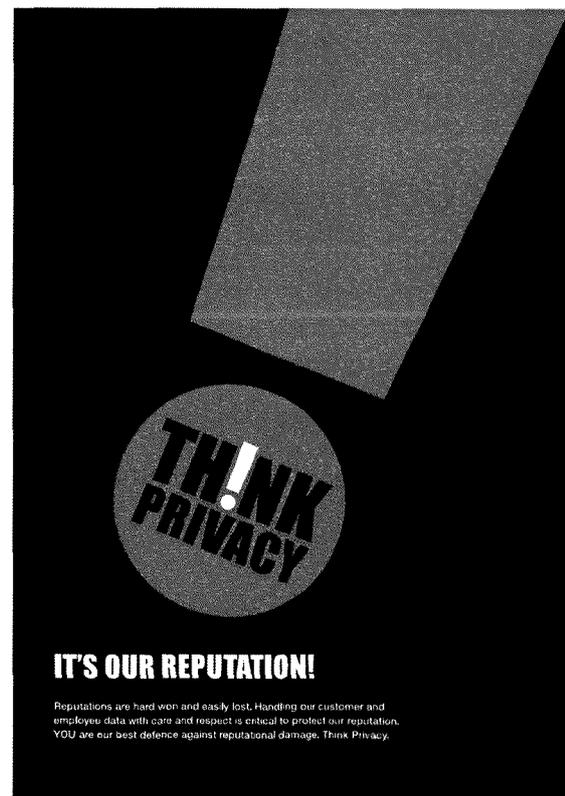The exclamation mark visual simply underlines the importance of the message.

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.

A3

A4

PDF
44KB

PDF
44KB

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IT'S OUR REPUTATION!

Reputations are hard won and easily lost. Handling our customer and employee data with care and respect is critical to protect our reputation. YOU are our best defence against reputational damage. Think Privacy.

MOD100051930

Printable poster

'Respect' poster

Respect is the third of three key messages for long term use.

The visual highlights the need to be mindful of what you say and to whom.
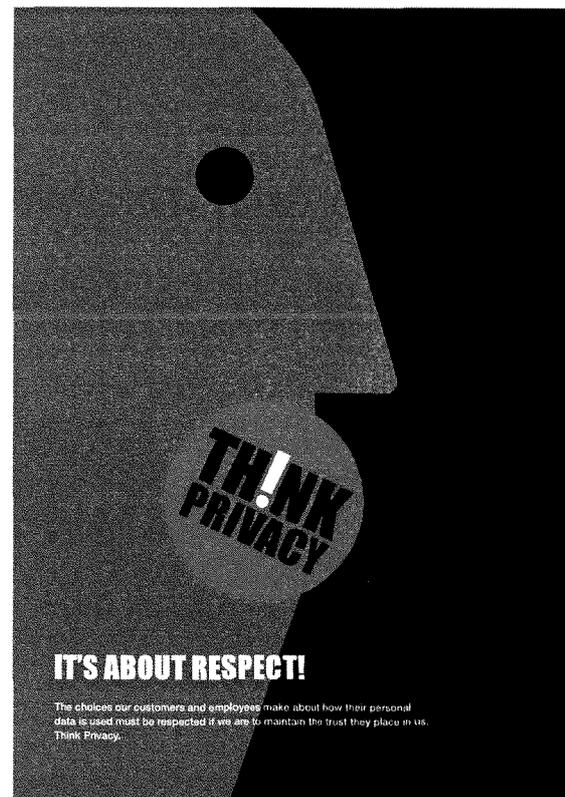
Printable pdfs have been created in A3 and A4 format. Click on the icons below to download them to your desktop. Print from your desktop printer.

A3

A4

PDF
44KB

PDF
44KB

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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.

Printable poster

'In your hands' poster

This poster communicates the overriding TH!NK PRIVACY message of collective responsibility.

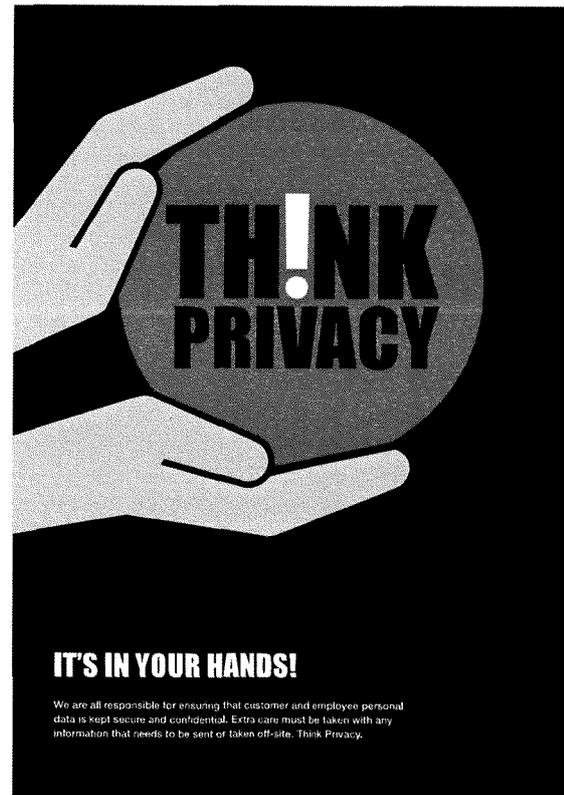The visual highlights that data privacy is relevant to – and the reponsibility of – everyone in your organisation.

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A3

A4

PDF
44KB

PDF
44KB

TH!NK PRIVACY

IT'S IN YOUR HANDS!

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.

Printable postcards

'Something missing' postcards

This postcard is used as a deskdrop. Security teams can conduct late night sweeps to spot laptops being left out over night and 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.
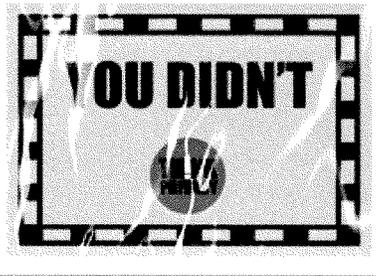
A6   PDF 912KB

'You didn't' postcards

This postcard is used as a deskdrop to highlight that desk drawers have been left open, PC screens left on, documents left on desks and 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.

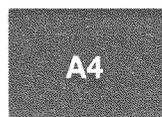**A6**   PDF 808KB

Printable bin sticker

Confidential waste bin sticker

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 format. Click on the icons below to download them to your desktop. Print from your desktop printer.

A4

A4

PDF
72KB

PDF
68KB

ALWAYS DISPOSE OF PERSONAL DATA IN THE CONFIDENTIAL WASTE BIN.

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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