



# NEIGHBOURHOOD ALERT DEV BOARD UPDATE: 28

Date: 16<sup>th</sup> February 2018

**RE: GDPR Working Group & Trickle feed insert section**



FAO: Tim Bevington

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*Note: You are receiving this email circular because you are listed as a key contact involved with your organisation's Neighbourhood Alert system, including senior administrators and members of the practitioner's Group. If you feel you should not be on this list, please reply to this email and I will remove you.*

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## What is this one about?

Sorry if this feels like a return to the long, droning updates but I have two very important items to tell you about and both are happening right now:

- 1) An invitation to join the Alert GDPR Working Group
- 2) An update to the appearance of inserted "trickle fed" survey questions

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### 1) GDPR Working Group

It was agreed at the Development Board meeting in November 2017 that we would put together a working group to work with us to undertake the necessary scrutiny of the system and make recommendations for changes in line with the ICO recommended process.

To clarify, we have been working for many months on in-house and procedural elements of data protection in line with the new regulation but items that are specific to the Alert system require consultation with experienced and authorised members of our Development Board.

More detail regarding the work involved and the potential time commitments is explained on the registration form linked below.

If you volunteered previously (and are still willing) to participate, please complete the registration form before the end of **Friday 23<sup>rd</sup> Feb**. If you can nominate a suitable candidate, please pass them this link to register. We are hoping to work with a group of five or six representatives (rather than a huge group) so there is no need to feel pressured to volunteer, you can be assured that the Working Group will be on the ball. Places are limited so please be advised that registration on the following form *may* not result in acceptance onto the Working Group.

[Please view the GDPR Working Group registration form here](#)

VISAV Managing Director: Andrew Sawford will be leading the GDPR project. He will; be in touch with everyone that registers by Tuesday 27<sup>th</sup> Feb and I will keep the Dev Board apprised of progress. Andrew can be contacted on the following: DDI 0115 8384 640, Mobile 07850 323878, [andrew@visav.co.uk](mailto:andrew@visav.co.uk)

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## 2) “Information, advice and feedback” section

You may (or may not) be aware that Alert emails include an “**Information and advice**” section that is used when additional account information needs to be transmitted to registered members. We extensively tested the use and reception of this section last year in Thames Valley and Lancashire when the Home Office Segmentation “Information cards” were delivered within it for several months. Six thousand members provided feedback about the cards with a 97% positive result.

The section is designed to clearly distinguish information within it from the main “carrier” email. Future potential uses of the section include data compliance notifications, highlighting comms issues that need self-managing and updating Coordinators if new members have applied to join their schemes. The advantages of this “piggy backing” is that it reduces the number of emails that are sent to members and it adds useful content to emails especially benefiting those that only contain a line or two of information in the main message.

National survey is in progress

We are throughout February, performing the annual, national “**How are we doing**” survey. This is in collaboration with Action Fraud and includes research about Action Fraud messages, the system in general and member’s perceptions regarding data management. So far in Feb over sixty thousand members have completed the survey and we anticipate over **one hundred thousand** responses in total! The answers are fantastic (so far) and will be shared with you in March, providing you with both a local picture and a national baseline. Incidentally, the results of the last survey (July 2016) can be downloaded [here](#).

As is usual during the national survey, comms issues may spike in some areas as email addresses that have not been sent anything/tested for a while will all be included. We have corrected lots of member details and tens of thousands of members have updated their own account details with the automated profile questions (demographics and CCTV ownership etc). You may notice fluctuations in engagement and comms issue levels this month as our team work hard clearing all responses daily and handling increased support calls.

Moving trickle fed questions to the info section

This survey includes three “Trickle fed” questions that have until now, been inserted in the main “carrier” email without much explanation. We have received a few very justified comments from partners this week raising concerns regarding the inclusion of the questions within the main body of the emails. As part of our ongoing commitment to clarity and in response to your requests, we have moved “trickle fed” questions to the “Information and advice (and feedback)” section as depicted below.

Reply Rate Share Print Settings

To login to your account, [click here](#). To report a fault, [click here](#)

**Information, advice and feedback**  
Information in this section is not directly related to the above message. Please do not share this question, it is intended for you and answers given will update your account. Note: if you use the "Share" button above (recommended), this question will not be included.

**YOUR VOICE MATTERS**

Survey name: How are we doing 2018?  
Survey by: Action Fraud (NFIB)

Q: Do you often pass information contained in these messages on and if so to how many people?

Please click the answer below that most closely represents your opinion

No-one
Up to 5
Up to 10
Up to 20
Up to 50
More than 50

Only Information Providers who you have agreed to share your data with can include questions here and see your responses. To review and update your data sharing permissions click the settings button above.

neighbourhood ALERT CYBER ESSENTIALS PLUS

Questions, Cards, scheme info and other stats can appear in this section

The risk of confusing trickle fed questions with the main email is now far reduced, any trickle fed questions appear below the response buttons, well away from the main message and within the green “Information, advice and feedback” section. All questions clearly state the survey name and who instigated it. This section only appears if it has something to display so will rarely appear.

This will not affect any administrators use of the system or screens that you see. It is however important that you and your administrators are aware of the slight appearance change to the occasional email and the trickle fed question service, as members may comment about the “included question”.

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Thanks for reading through this long email. Don't worry, I will return to the short single subjects in the future but I hope you agree that these two items are timely and important.

Please do not hesitate to contact me if you would like to chat through anything.

Best regards

**Mike Douglas**

*Founder, Owner and Product Director: Neighbourhood Alert*

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