



NEIGHBOURHOOD ALERT DEV BOARD UPDATE: 31: GDPR WEEK

Date: 25th May 2018

RE: GDPR Week is nearly over, Yay!

FAO:

Email:



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.

View an archive of previous updates [here](#)

What is this one about?

Can we all agree after this week to not mention GDPR for at least another year? This is a quick summary of what we have done, useful links and some answers to some questions that you and your colleagues may face.

GDPR FAQs

Why don't existing members need to "Opt-in" again?

We have engaged in exhaustive conversations with our case worker within the Information Commissioner's Office regarding the correct management of existing users. The full correspondence and transcript can be reviewed in the Help Centre but in summary, we do NOT need to ask the existing database to OPT-IN on the following basis:

- 1) The original database was obtained in a fair and lawful manner
- 2) The system is not used for marketing
- 3) The entire system was compliant with the Data Protection Act (1998) before today and from today is fully compliant with the requirements of GDPR
- 4) It is and has always been very simple to opt-out and update settings

- 5) Everyone has been notified about their current data sharing status and told how to opt out.
- 6) The system from today is fully GDPR compliant (clear opt-in options only).

What have we done to notify people?

- 1) All members with a “working” email address have been advised about their current data sharing status along with other guidance and how to unsubscribe.
- 2) All members without working email have been sent a text message or have been called with a recorded explanation about GDPR. Both text and the voice message advised how to check settings and unsubscribe

Note: Details of each message type can be downloaded from [here](#)
(log into the Help centre first from the link in the main admin)

What about people who we cannot currently contact?

We intended to remove all “incommunicados” (people who do not have any working method of contact) but National Neighbourhood Watch have requested that they have more time for each area to work through their incommunicados to establish contact.

We have therefore removed all “incommunicados” today with the exception of those that are marked as members or Coordinators of schemes. The remainder will be removed in two months time once our Neighbourhood watch colleagues have done their vital work.

Update on message replies

We have received around about **1500** replies to the messages, approximately **30%** of these were un-subscriptions and the remainder were questions or people providing new contact information.

We are all working hard on the responses and will have everything sorted by end of play today.

That “Batman image”

I should provide some explanation regarding the image I used in the GDPR message as it has obviously raised some concerns.

We did consider use of the image for some time before deciding to use it but with hindsight this was perhaps not a good decision. Could I just apologise to you now if it caused any additional work or concern.

In light of the huge sway of annoyance and frustration currently being aired by the public regarding the overwhelming amount of emails being received about it, we wanted an image that would represent the current mood and the fact that we “have” to send ours as well.

The black and white, old-fashioned style of the image was intended to be reflective of an attitude that has long since disappeared and not promoting violence in this century in any way. I thought it would lighten the mood and increase the chance of the message being read.



We are very clear on all Alert emails, that the message is from VISAV and not your organisation, this is also clearly defined in the footer text on all emails. However, I do appreciate that there is a level of association with your organisation that cannot be ignored or avoided with logos and small print.

If you do receive any complaints regarding the image, please route them directly to me.

The Reception of the message

The good news is that we have (so far) had 653 ratings, with an overall score of 5.23.



The vast majority are delighted with the message content and many mention the cartoon. The one below is my favourite and typical of many of the nice ones.

  **Brenda Perj** (Verified by cookie)
24/05/2018 06:18:42

 **USER RESPONSE**

I would simply like to Thank You for being so rigorous and clear in your email, and in protecting us all. Also the use of a picture (speaks a thousand words) / cartoon (humour grabs attention). I, like everyone I know, is now heartily sick of replying to emails of this kind, whilst knowing how crucial it is for us, but yours is certainly the clearest, most useful, describing exactly what's done, how it's done, who does it, and what for; plus giving us all clear instructions how to check or change.
A big thank you to you all!

Having said that, we have received five replies that specifically cite the batman image and are not happy with its use. We have replied to each one and apologised. Interestingly three of them have mistaken the image as showing a “man hitting a woman”! Clearly there are not as many Batman fans out there as we thought.

Although not as cautious as you. we are risk averse and we do understand the careful balance needed when dealing with the public. At the same time we try and provide a clear divide between the Forces we support and our own role as facilitators.

We have learnt from this experience so please rest assured that we will stay well away from any images that can be misconstrued or cause offence.

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

Best regards

Mike Douglas

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