Improving employee awareness of data protection
The Isos Experience

www.isoshousing.co.uk
Outline

- The Isos Context
- What happened
- What we did
- Pitfalls
- Challenges
- The ‘Before’
- The ‘After’
- Some figures
Isos Housing Limited

• Registered Provider, based in Newcastle upon Tyne
• Group recently joined by Cestria Community Housing Association Limited (1/10/14)
• 17,000 homes across the North East (Northumberland, Tyne & Wear, Co. Durham, Teesside)
• 550 staff
Where we were .... 2009

- “Good intentions”
- Complacency
- Innocence
- Reporting & monitoring
So what happened....?

• CLANG !!!!!!!!
What we did

- Specialist Advisor
- Comprehensive Health Check
- Complete overhaul of Policies & Guidelines
- Bespoke, face-to-face training

- Clarity on Roles, Responsibilities and Accountabilities
- Investment of resources
- Separation of policies
- Isos-ed approach
Pitfalls

• Simplicity vs Usefulness

• Detail vs Understanding

• Nothing to work with
• No identification with their work
• Then, too much detail
• Technical terms that acted as barriers
• No improvement in understanding
• Increased the fear
Challenges

- Sufficient information
- Own it – make it yours
- The means of remembering it
- Breaking the “nothing to do with me” barrier

- Branded materials
- Aids to memory
- Team challenge & team help
- Local delivery – safer environment
- Support offered
- “Take your time”
Impact

• How Isos uses Personal Data
• Use their expertise
• Local examples
• How to recognise a SAR
• Aids to memory
  • Cards
  • Toolkit
• In-house support

• 181 staff
• 3 locations
• 16 sessions
Before

- No Register
- Poor SAR arrangements
- Complicated training approach
- No match with our ethos or culture

The details:
- 2 incidents
- No Subject Access Requests
- Training was confusing staff
- Fear remained
After

- Data Breach Register
- Formal SAR Procedure & Guidance for both Customers and Staff
- Clear RRA
- Trained everyone
- Tailored for Isos

Current “and real” knowledge:

- Knowledge of what was actually happening
- A Subject Access Request process, updated to a formal procedure
- People began to understand their responsibilities
- Training made the issues real
Some figures .... Mistakes

Before

- Prior to YE 2009 – no figures
- YE 2010 – 2 minor occurrences, PLUS “the one”
- No process

After

- YE 2011 – 9 reports
- YE 2012 - 6
- YE 2013 - 5
- YE 2014 – 11
- YE 2015 – 1 – so far
Some figures .... SARs

Before

• We didn’t have any of these

After

Financial years ending March

• 2011 - 1
• 2012 - 1
• 2013 - 6
• 2014 - 2
• 2015 – none so far
Some figures .... Enquiries

Before

• Help – who needs help? We know what we’re doing!

After – this calendar year so far:

• March = 3 [YE 2014]
• April = 5
• May = 7
• June = 11
• July = 10
• August = 9
• September = 4
Going forward

- Continued improvements to documentation - IRM
- New angles to put over the messages
- Still vulnerable
- Not complacent, but
- Taking a positive approach
Any Questions?