

Cartrefi Cymunedol Cymru **Digwyddiadau**  
Community Housing Cymru **Events**

# Cynhadledd Cyfathrebu Communications Conference

January 25 Ionawr 2018



**WILKINSON**  
PR & Communications

[chcymru.org.uk](http://chcymru.org.uk)





# GDPR

## Compliance threat or transformation opportunity?

Victoria Ford

@torfrody @peragowales



What is the  
GDPR?

# What are the key requirements?





Think people not  
process

‘It’s terrifying’

‘But that will stop  
us doing our job’

‘We need to collect the  
data as we might need it  
at some point’

‘I don’t use any personal data’

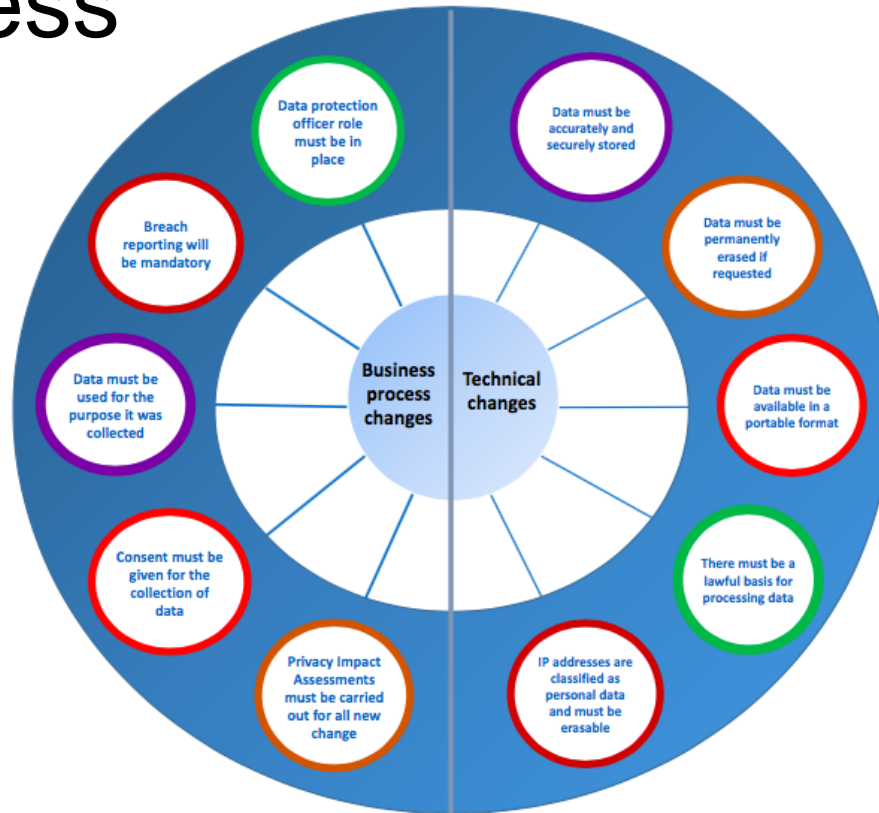
What is your  
organisation  
saying?



Thinking in phases:

1. Awareness
2. Tailoring
3. Reinforcement

# Awareness





# The right to **say no**

You can decline direct marketing and data processing if it's not in your 'legitimate interests'.

Find ways to simplify the language and make it real for your teams.



Join the discussion on Slack  
#gdpr-discovery

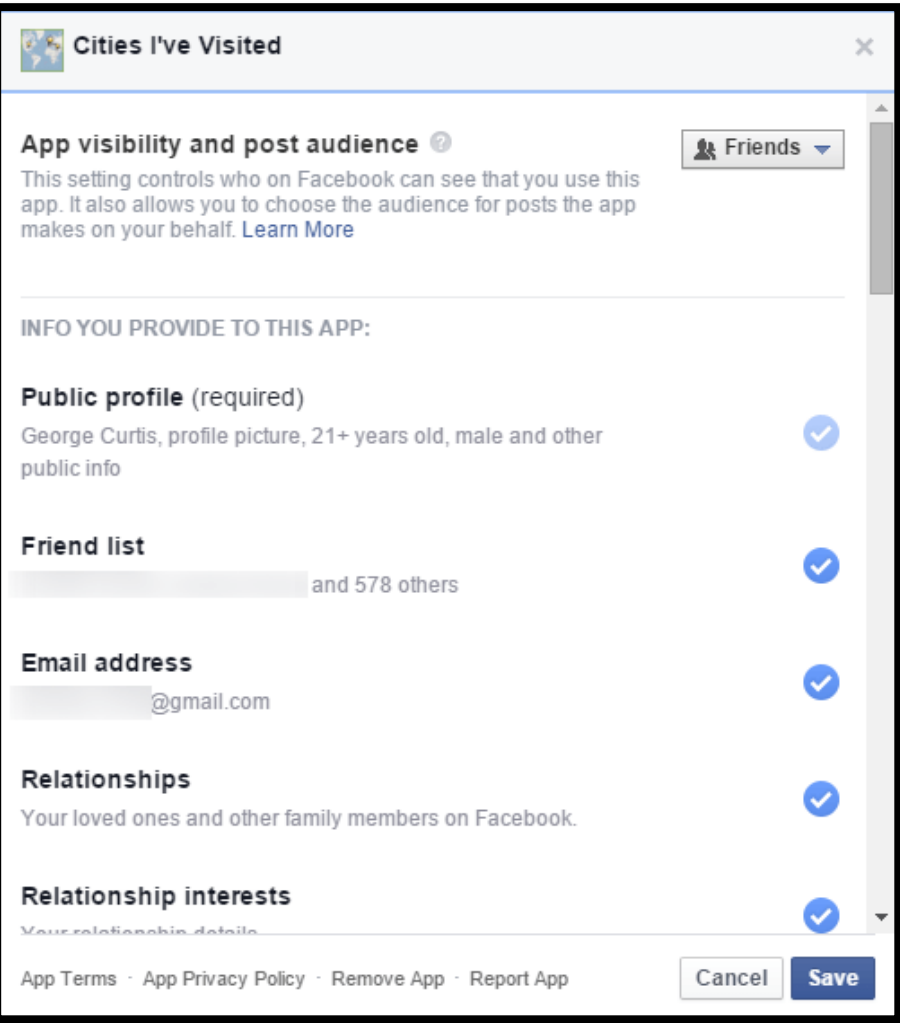
General data protection regulation

# The right to view your data

---

# Tailoring





Making it real



# Finding opportunities

# Reinforcement



25 May 2018

Friday

all-day

06:00

07:00

08:00

09:00

10:00

11:00

12:00

13:00

14:00

15:00

16:00

17:00

GDPR

25 May 2018  
is just the  
beginning



Positive  
reinforcement



‘I can see an opportunity for us to rethink’

‘What if we did it differently?’

‘It’s our job to look after the data that’s on loan to us’

‘I’m not sure we actually need that data to provide our services’

## Changing the conversations

# Remember

- Transparency and accountability
- Privacy by design
- Putting the rights at the heart of your organisation.



Diolch.  
Thanks.



**WILKINSON**  
PR & Communications

[chcymru.org.uk](http://chcymru.org.uk) 