

Data Protection & Confidentiality Policy

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Data Protection and Confidentiality Policy

1. Introduction

1.1. Storymakers regards the lawful and correct processing of personal and special category data (sensitive personal data) as an integral part of its functions.

1.2. The EU General Data Protection Regulation (referred to in the rest of this policy as “GDPR”), which becomes effective from the 25th May 2018, gives every living person (or their authorised representative) the right to apply for access to the personal data which organisations hold about them irrespective of when and how they were compiled, i.e. electronic and manual records held in a structured file, subject to certain exemptions. This is called a Data Subject Access Request (see section 8 of this policy).

2. Aims and Objectives

2.1. This Data Protection Policy explains how Storymakers will meet its legal obligations concerning confidentiality and information security standards. The requirements within the policy are primarily based upon the GDPR which is the key piece of legislation covering information security and confidentiality of personal information. The objectives of this policy are to: -

- Establish a clear and agreed understanding of what confidentiality means within STORYMAKERS
- Set out the way in which personal information/data should be protected and transferred within STORYMAKERS
- Clearly state STORYMAKERS’ legal obligations to comply with the GDPR
- Encourage uniformity in practice and ensure that staff and other stakeholders know what they can expect from STORYMAKERS.

3. Definitions

3.1. **Personal information/data** relates to a living individual who can be identified from the information (or from that information and any other information in the possession of STORYMAKERS). This includes:

- Factual information;
- Expressions of opinion about the individual;
- Indication of the intentions of the Data Controller (STORYMAKERS);
- Any other person in relation to the individual concerned;
- Any data where an individual can’t be identified but may come across something later than allows you to identify.

3.2. **Sensitive personal information/data** attracts additional protection and is considered by the Information Commissioner’s Office (ICO) to be any data that could identify a person. Example of this would include personal data consisting of information such as:

- The racial or ethnic origin of the data subject;
- Political opinions;
- Religious beliefs or other beliefs of a similar nature;
- Membership of a trade union;
- Physical or mental health or condition;
- Sexual life;
- Details of bank account, national insurance number, any ID details such as passport or driving licence, etc.

Data relating to criminal offences and convictions are addressed separately (as criminal law lies outside the EU's legislative competence).

3.3. Personal data must be processed lawfully, fairly and in a transparent manner in relation to individuals;

The GDPR also requires you to have a “condition” (legal basis) for processing the personal data:

- a) At least one of the conditions in article 6 of the GDPR is met, and
- b) In the case of sensitive personal data, at least one of the conditions in article 9 of the GDPR is also met. (See Appendix I for further detailed information)

For the purpose of clarity the term “personal data” used throughout this document refers to personal information/data or sensitive personal information/data as appropriate.

3.4. A **record** can be in computerised and/or manual form. It may include such documentation as:

- Hand written notes;
- Letters to and from STORYMAKERS;
- Electronic records;
- Printouts;
- Photographs;
- Videos and tape recordings.

All data relating to an individual may need to be made available in response to a Subject Access Request (see section 8). Backup data also falls under the GDPR; however, a search within them should only be conducted if specifically asked for by the data subject.

3.5. **Data Subject** – means an individual who is the subject of personal data.

3.6. **Data Controller** – means a person who (either alone or jointly or in common with other persons) determines the purposes for which and the manner in which any personal data are, or are to be processed.

3.7. **Data Processor** – in relation to personal data, means any person who processes that data on behalf of the data controller other than an employee of the data controller.

3.8. **Third Party** - in relation to personal data, means any person other than the data subject, the data controller, or any data processor or other person authorised to process data for data controller or processor.

3.9. **Processing** – means recording or holding information or data or carrying out any operations on that information or data; including organising, altering or adapting it; disclosing the information or aligning, combining, blocking or erasing it.

4. Policy Statement

4.1. The main focus of this policy is to provide guidance about the protection, sharing and disclosure of information, but **it is important to stress that maintaining confidentiality and adhering to data protection legislation applies to all staff and functions within STORYMAKERS.**

4.2. The GDPR requires organisations to register with the Information Commissioner the categories of information they hold about people and what they do with it.

4.3. The six Data Protection principles that lie at the heart of the GDPR (article 5) and give the GDPR its strength and purpose. To this end, STORYMAKERS fully endorses and abides by the principles of data protection. Specifically, the **six principles** require that data is:

- 1 Processed lawfully, fairly and in a transparent manner in relation to individuals;
- 2 Collected for specified, explicit and legitimate purposes and not further processed in a manner that is incompatible with those purposes; further processing for archiving purposes in the public interest, scientific or historical research purposes or statistical purposes shall not be considered to be incompatible with the initial purposes;
- 3 Adequate, relevant and limited to what is necessary in relation to the purposes for which they are processed;
- 4 Accurate and, where necessary, kept up to date; every reasonable step must be taken to ensure that personal data that are inaccurate, having regard to the purposes for which they are processed, are erased or rectified without delay;
- 5 Kept in a form which permits identification of data subjects for no longer than is necessary for the purposes for which the personal data are processed; personal data may be stored for longer periods insofar as the personal data will be processed solely for archiving purposes in the public interest, scientific or historical research purposes or statistical purposes subject to implementation of the appropriate technical and organisational measures required by the GDPR in order to safeguard the rights and freedoms of individuals;
- 6 Processed in a manner that ensures appropriate security of the personal data, including protection against unauthorized or unlawful processing and against accidental loss, destruction or damage, using appropriate technical or organisational measures.

4.4. Personal data is defined in section 3 of this policy.

4.5. Compliance with these principles is the very essence of both compliance with the law and of good practice. The Information Commissioner's Office (ICO) has powers to

interpret the principles and, subject to the interpretation provisions of the GDPR, the Information Tribunal and the courts, to give advice about how to comply with the law, and enforce its provisions where this is necessary to achieve compliance. Understanding and complying with the principles is the key to understanding and complying with our responsibilities as a data controller.

4.6. Therefore, STORYMAKERS will, through appropriate management, and strict application of criteria and controls:

- 4.6.1. Ensure that there is a **lawful** ground for using the personal data;
- 4.6.2. Ensure that the use of the data is **fair** and that will meet one of the **specified conditions**. (See Appendix I)
- 4.6.3. Only use sensitive personal data if it is **absolutely necessary** for STORYMAKERS to use it. (See Section 3 – Paragraph 3.2)
- 4.6.4. Only use sensitive personal data where STORYMAKERS has obtained the individual's **express consent**, unless an exception applies.
- 4.6.5. **Explain to individuals**, at the time their personal data is collected, how that information will be used.
- 4.6.6. Only obtain and use personal data for those purposes which are **known to the individual**.
- 4.6.7. Personal data should only be used for the **purpose** it was given. If we need to use the data for **other purposes**, further consent may be needed.
- 4.6.8. Only keep personal data that is really **relevant** to STORYMAKERS.
- 4.6.9. Where required keep personal data **accurate** and **up to date**.
- 4.6.10. Only keep personal data for **as long as is really necessary**.
- 4.6.11. Always adhere to our **Subject Access Request Procedure** and be **receptive** to any queries, requests or complaints made by individuals in connection with their personal data.
- 4.6.12. Always allow individuals to **opt-out** of receiving marketing information. STORYMAKERS must always **suppress** the details of individuals who have opted out of receiving marketing information.
- 4.6.13. Will always **give an option** to “opt out” when **consent** is needed to share personal data unless there is a statutory purpose to do so.
- 4.6.14. Take appropriate technical and organisational security measures to **safeguard** personal data.

In addition, STORYMAKERS will ensure that:

- 4.6.15. There is an employee with specific responsibility for Data Protection in STORYMAKERS (Nicola Young)
- 4.6.16. Anyone managing and handling personal data understands that they are contractually (whether implied or expressly under their terms and conditions of employment) responsible for following good data protection practice;

- 4.6.17. Anyone managing and handling personal data is appropriately trained to do so; and appropriate advice is available. Training and refresher training is a mandatory requirement for all staff every two years.
- 4.6.18. Anyone managing and handling personal data is appropriately supervised;
- 4.6.19. Enquiries about handling personal data are promptly and courteously dealt with;
- 4.6.20. Methods of handling personal data are clearly described (See section 6 - Operational Practice);
- 4.6.21. An annual internal audit is to be made of the way personal data is managed by the Data Owners listed in section 9.3;
- 4.6.22. Methods of handling personal data are regularly assessed and evaluated;
- 4.6.23. Performance with handling personal data is regularly assessed and evaluated.

5. Scope of the Policy

The scope of this policy extends to:

- Human Resources records
- Financial records

6. Operational Practice

6.1. Each employee at STORYMAKERS should:

- 6.1.1. Stop and consider whether they should be accessing or disclosing personal data before they do so.
- 6.1.2. Make sure that they have verified that the person they are passing data on to is who they say they are and that they are authorised to receive it.
- 6.1.3. Not discuss information about colleagues, or other stakeholders with unauthorised colleagues, family or friends.
- 6.1.4. Not access STORYMAKERS business records containing personal data other than for a specific business purpose. This may also be an offence under GDPR, in which case the company may be prosecuted by ICO.
- 6.1.5. Avoid providing any specific detail about individuals that might lead to their identification when using information for reports or monitoring purposes unless they have given written permission for it to be used.
- 6.1.6. Not express unsubstantiated personal opinions in file notes, e-mails or other means of communication; Individuals may have a right to see the information and may exercise that right.
- 6.1.7. Give careful consideration to the use of e-mail distribution lists and use the blind carbon copy (BCC) option especially when sending out e-mails to large numbers of recipients.
- 6.1.8. Always remember to consult their manager, and if necessary the Data Protection Officer for their input before starting any projects involving the processing of personal data.

- 6.1.9. Always consider data security and the risks associated with losing personal data, before downloading/printing any personal data.
- 6.1.10. Never share their computer password or write it down. Doing so could result in the unauthorised accessing of personal data and, therefore, a serious security breach.
- 6.1.11. Always secure their screen when leaving their computer by pressing the Windows key and 'L' simultaneously – even if it's only for a few minutes – and remember to log off at the end of the day.
- 6.1.12. Never work on any STORYMAKERS' data in a public place including use of mobile phones and laptops.
- 6.1.13. Take care not to leave documents containing personal data on the printer, photocopier or scanner. Please note **fax machines should not be used to transmit personal data** as the ICO consider it out-dated and insecure.
- 6.1.14. Make sure that personal data cannot be seen or accessed by unauthorised individuals either in or out of the office and store it securely in a lockable cabinet. If sensitive data is taken out of a building, it needs to be in a locked bag. When travelling by car papers must always be transported in the boot of the car. Papers must not be left in the car overnight; when at home in locked bag or secured cabinet.
- 6.1.15. Remember to dispose of confidential waste and paper copies containing personal data in special bins or by shredding.
- 6.1.16. Ensure personal data extracted for STORYMAKERS' use is stored on encrypted memory sticks or other suitable encrypted storage. Refer to the IT Department if encryption is required. Data uploaded to any third party web-storage must be treated with the same level of security and permission must be sought in advance of any upload – see 6.1.17 below.
- 6.1.17. Staff may extract data only with approval from your head of department and the control of the data whilst extracted is the joint responsibility of the “data extractor” and their manager.
- 6.1.18. Data Breach – (See paragraph 6.1.12)

7. Transfer of Data to a Third Party

7.1. Before personal data is transferred, a Non-Disclosure Agreement (NDA) or Data Processing Agreement should be in place between STORYMAKERS and the third party. Either agreement should clearly state the Third Party's obligation to treat the data in accordance with the provisions of the contract, the reasons for the transfer, the time period, what it is required for, how it will be processed and what actions will be taken to delete data when no longer needed.

7.2. NDAs and data processing agreements are managed by the Data Protection Officer and staff should ensure that they have checked with the Data Protection Officer that the appropriate agreement is in place before organising a transfer of personal data. If you are in doubt which document should be used, please consult the Data Protection Officer.

7.3. Note that NDAs and data processing agreements are only valid for the data transfer within the EEA and anything else is not permissible (unless special arrangements are made). Where data is to be transferred outside of the EEA then EU Model Contract Clauses must be in place.

7.4. Once an agreement is in place, data that is to be transferred through email, upload sites, USB sticks, CD-ROMs or similar formats should be secured. Only encrypted USB sticks should be used. All data files should also be password protected and preferably zipped and encrypted. Where relevant, no such device should be sent through the open post – a secure courier service must always be used. The recipient should be clearly stated (See section 10).

7.5. **The transfer of data to an employee’s personal cloud account, memory stick, email account or similar will be viewed as a serious breach of the GDPR and company policy. This may result in disciplinary action and/or enforcement action by the Information Commissioner’s Office.**

8. Rights of Access by Individuals

8.1. Under the GDPR, any living person, who is the subject of personal data held and processed by STORYMAKERS, has a right to apply for access to that information. This is known as a **subject access request**.

8.2. An individual does not have the right to access information recorded about someone else, unless they are an authorised representative.

8.3. It is important that the Data Processor ensures that third party information is removed from the record prior to release to the applicant unless the third party has given their consent to the release of the information.

8.4. What is a subject access request?

8.4.1. The GDPR ensures transparency of processing personal data by obliging data controllers to explain to individuals how their data will be used, and by providing the right of data subjects to access that information.

8.4.2. A data subject may make a formal request to any organisation to have a copy of all data in which that person may be identified. There is a need for transparency of processing to ensure that individuals can identify those organisations which have access to and process their data. This enables them to understand how their personal information is to be used and to exercise their rights over the processing of that information.

8.4.3. The importance of the right of subject access in Data Protection law cannot be overestimated; it is often only by exercising the right to see their information that individuals can determine whether other breaches of legislation have occurred. Data subjects are often interested in documentation which may be about them, but they have not seen.

8.4.4. Because of the importance of the subject access rights, complaints about an organisation’s failure to comply with a request for subject access are taken very seriously by the Information Commissioner. Such complaints are dealt with as a matter of priority and may often lead to a full-scale investigation into an organisation’s procedures and practices.

8.5. The Information Commissioner Office (ICO)

The Information Commissioner's Office is responsible for overseeing compliance e.g. investigating complaints, issuing codes of practice and guidance, maintaining a register of data protection officers. Any failure to comply with GDPR may lead to investigation by the ICO which could result in serious financial or other consequences for the company.

9. Sending Personal Sensitive information externally

The GDPR requires that all organisations have appropriate security in place to protect personal information against unlawful or unauthorised use or disclosure, and accidental loss, destruction or damage.

The following guidance set out how personal or sensitive information should be processed to ensure data is properly secured. This includes the transferring, storage and disposal of information and information held on our behalf by contractors.

If you have personal information that is currently stored or transferred insecurely, you must secure it immediately.

9.1. Confidentiality

9.1.1. All staff members have a duty to ensure that information and sensitive non-personal information is handled appropriately. Sensitive information should only be made available to people authorised to view it.

9.1.2. The following principles should be followed wherever you communicate sensitive personal information:

- Justify the purpose for sharing the information
- Do not use information that personally identifies individuals unless necessary.
- Information should be disclosed on a "need to know" basis
- If unsure then seek guidance on appropriate action from the Data Protection Officer.

9.2. Face to face

Personal information should not be shared in front of others. Staff should ensure that they are not disclosing or requesting the disclosure of sensitive information about themselves in front of others, e.g. in reception areas or in a format, that could be viewed by others.

9.3. Telephone

Personal information should only be disclosed over the telephone to a third-party where the following procedure has been adhered to:

9.3.1. The identity of the other party has been confirmed by verification. The type of verification will differ by service and the sensitivity of the information

being disclosed. For queries by staff we require their name, address and post code. For third parties we require consent from the member of staff before releasing.

- 9.3.2. The reason for requesting the information has been established and is appropriate.
- 9.3.3. Where appropriate, contact details have been requested and their identity checked by calling the person back via the main switchboard of the organisation that they represent and asking for the person by name.
- 9.3.4. Provide personal information only to the person who requested it.
- 9.3.5. Do not leave any confidential information on voicemail or answering machines as it may be accessible by others. Please remember that by confirming an individual is an employee of STORYMAKERS you are releasing personal information as defined by the GDPR.
- 9.3.6. When in conversation take precautions to ensure that information is not shared inappropriately with others, e.g. when using mobile phones, travelling on trains, etc.
- 9.3.7. Sensitive personal information should not be sent via text messaging as it may be accessible by others.

9.4. **Email**

Email services should be used as follows:

- 9.4.1. Sensitive information relating to a single individual can be sent via email attachment to the subject of the information if they have requested it to be sent by email or with their agreement and it is encrypted. The exception for this is when the recipient has stated that they want to receive the information without encryption. A record must be kept of this. Documents containing sensitive personal information cannot be sent to third parties without encryption and should not be contained within the body of an email but attached as an encrypted document.
- 9.4.2. Care should be taken when addressing email messages to ensure a correct, current address is used and the email is only copied to those with a legitimate interest.
- 9.4.3. If information is transmitted and not received by the intended recipient, check that contact details and email address are correct for the receiving party before re-sending.
- 9.4.4. Consider the impact on individuals of the data being lost or misdirected. Where information is provided in bulk or where the information is of a sensitive nature make an assessment on the protection to be applied. If in doubt, send information in an encrypted attachment to the email.
- 9.4.5. Avoid putting sensitive personal information about more than one person in an email as this will lead to difficulties in maintaining accurate and relevant individual client or staff records.

9.4.6. When transferring data be aware of who has permission to view your emails or who might be able to view your recipient's inbox.

9.4.7. Where email and personal data are stored or accessed on any mobile device, such device must be protected with a password/PIN/finger print or other secure login means.

10. Breach of Policy

In the event that an employee fails to comply with this policy, the matter may be considered as misconduct and dealt with in accordance with STORYMAKERS's Disciplinary Policy and procedure.

11. Dealing with a Data Breach

12.1 In the case of a personal data breach, the controller shall notify the personal data breach to the supervisory authority **within 72 hours** in accordance with [Article 55](#), unless the personal data breach is unlikely to result in a risk to the rights and freedoms of natural persons. Where the notification to the supervisory authority is not made within 72 hours, it shall be accompanied by reasons for the delay.

12.2 If a data breach is suspected staff should **immediately**:

- Notify the Data Protection Officer by filling in the first section of the Information Security Incident Report which can be found on the shared drive under "Data Protection"

12.2.1 The notification required should:

- describe the nature of the personal data breach including where possible, the categories and approximate number of data subjects concerned and the categories and approximate number of personal data records concerned;
- communicate the name and contact details of the data protection officer or other contact point where more information can be obtained;
- describe the likely consequences of the personal data breach;
- describe the measures taken or proposed to be taken by the controller to address the personal data breach, including, where appropriate, measures to mitigate its possible adverse effects.

12.3 Where it is not possible to provide the information at the same time, the information may be provided in phases without undue further delay.

12.4 The controller shall document any personal data breaches, comprising the facts relating to the personal data breach, its effects and the remedial action taken. That documentation shall enable the supervisory authority to verify compliance with this Article.

12.5 Following notification, STORYMAKERS will take the following actions urgently:-

- Implement a recovery plan, including damage limitation;

- Assess the risks associated with the breach;
- Inform the appropriate people and organisations that the breach has occurred;
- Where required report the breach to the ICO;
- Review our response and update our information security

The Conditions of Processing

This section explains the conditions that need to be satisfied before you may process personal data.

In brief – what does the GDPR say about the “conditions for processing”?

The first data protection principle requires, among other things, that STORYMAKERS must be able to satisfy one or more “conditions for processing” in relation to its processing of personal data. Many (but not all) of these conditions relate to the purpose or purposes for which it intends to use the information.

The conditions for processing take account of the nature of the personal data in question. The conditions that need to be met are more exacting when the information being processed is sensitive personal data, such as information about an individual’s health or trade union membership.

However, the ICO view is that in determining if there is a legitimate purpose for processing personal data, the best approach is to focus on whether what the organisation intend to do is fair. If it is, then it is likely to be possible to identify a condition for processing that fits that purpose.

Being able to satisfy a condition for processing will not on its own guarantee that the processing is fair and lawful – fairness and legality must still be looked at separately. So it makes sense to ensure that what the organisation wants to do with personal data is fair and lawful before worrying about the conditions for processing set out in the Act.

In more detail...What are the conditions for processing?

The conditions for processing are set out in Article 6 and 9 to the GDPR. Unless a relevant exemption applies, at least one of the following conditions must be met whenever personal data is processed:

(a) Consent: the individual has given clear consent for you to process their personal data for a specific purpose.

(b) Contract: the processing is necessary for a contract you have with the individual, or because they have asked you to take specific steps before entering into a contract.

(c) Legal obligation: the processing is necessary for you to comply with the law (not including contractual obligations).

(d) Vital interests: the processing is necessary to protect someone’s life.

(e) Public task: the processing is necessary for you to perform a task in the public interest or for your official functions, and the task or function has a clear basis in law.

(f) Legitimate interests: the processing is necessary for your legitimate interests or the legitimate interests of a third party unless there is a good reason to protect the individual's personal data which overrides those legitimate interests. (This cannot apply if you are a public authority processing data to perform your official tasks.)

What is the “legitimate interests” condition?

The GDPR recognises that organisations may have legitimate reasons for processing personal data that the other conditions for processing do not specifically deal with. The “legitimate interests” condition is intended to permit such processing, provided certain requirements are met.

The first requirement is that STORYMAKERS must need to process the information for the purposes of its legitimate interests or for those of a third party to whom it discloses it.

The second requirement, once the first has been established, is that these interests must be balanced against the interests of the individual(s) concerned. The “legitimate interests” condition will not be met if the processing is unwarranted because of its prejudicial effect on the rights and freedoms, or legitimate interests, of the individual. STORYMAKERS's legitimate interests do not need to be in harmony with those of the individual for the condition to be met. However, where there is a serious mismatch between competing interests, the individual's legitimate interests will come first.

Finally, the processing of information under the legitimate interests condition must be fair and lawful and must comply with all the data protection principles.

What conditions need to be met in respect of sensitive personal data?

At least one of the conditions must be met whenever personal data is processed. However, if the information is sensitive personal data, at least one of several other conditions must also be met before the processing can comply with the first data protection principle. These other conditions are as follows:

- (a) The data subject has given explicit consent to the processing of those personal data for one or more specified purposes, except where Union or Member State law provide that the prohibition referred to in paragraph 1 may not be lifted by the data subject;
- (b) The processing is necessary for the purposes of carrying out the obligations and exercising specific rights of the controller or of the data subject in the field of employment and social security and social protection law in so far as it is authorised by Union or Member State law or a collective agreement pursuant to Member State law providing for appropriate safeguards for the fundamental rights and the interests of the data subject;
- (c) The processing is necessary to protect the vital interests of the data subject or of another natural person where the data subject is physically or legally incapable of giving consent;
- (d) The processing is carried out in the course of its legitimate activities with appropriate safeguards by a foundation, association or any other not-for-profit body with a political,

philosophical, religious or trade union aim and on condition that the processing relates solely to the members or to former members of the body or to persons who have regular contact with it in connection with its purposes and that the personal data are not disclosed outside that body without the consent of the data subjects;

(e) The processing relates to personal data, which are manifestly made public by the data subject;

(f) The processing is necessary for the establishment, exercise or defence of legal claims or whenever courts are acting in their judicial capacity;

(g) The processing is necessary for reasons of substantial public interest, on the basis of Union or Member State law which shall be proportionate to the aim pursued, respect the essence of the right to data protection and provide for suitable and specific measures to safeguard the fundamental rights and the interests of the data subject;

(h) The processing is necessary for the purposes of preventive or occupational medicine, for the assessment of the working capacity of the employee, medical diagnosis, the provision of health or social care or treatment or the management of health or social care systems and services on the basis of Union or Member State law or pursuant to contract with a health professional and subject to the conditions and safeguards referred to in paragraph 3;

(i) The processing is necessary for reasons of public interest in the area of public health, such as protecting against serious cross-border threats to health or ensuring high standards of quality and safety of health care and of medicinal products or medical devices, on the basis of Union or Member State law which provides for suitable and specific measures to safeguard the rights and freedoms of the data subject, in particular professional secrecy;

(j) The processing is necessary for archiving purposes in the public interest, scientific or historical research purposes or statistical purposes in accordance with Article 89(1) based on Union or Member State law which shall be proportionate to the aim pursued, respect the essence of the right to data protection and provide for suitable and specific measures to safeguard the fundamental rights and the interests of the data subject.

When is processing “necessary”?

Many of the conditions for processing depend on the processing being “necessary” for the particular purpose to which the condition relates. This imposes a strict requirement, because the condition will not be met if the organisation can achieve the purpose by some other reasonable means or if the processing is necessary only because the organisation has decided to operate its business in a particular way.

What is meant by “consent”?

One of the conditions for processing is that the individual has consented to their personal data being collected and used in the manner and for the purposes in question.

The circumstances of each case will need to be examined to decide whether consent has been given. In some cases this will be obvious, but in others the particular circumstances will need to be examined closely to decide whether they amount to an adequate consent.

The GDPR defines an individual's consent as:

*"...any **freely given** specific and informed indication of his wishes by which the data subject **signifies his agreement** to personal data relating to him being processed".*

The fact that an individual must "signify" their agreement means that there must be some active communication between the parties. An individual may "signify" agreement other than in writing, but consent should not be inferred if an individual does not respond to a communication – for example, from a failure to return a form or respond to an electronic read receipt.

Consent must also be appropriate to the age and capacity of the individual and to the particular circumstances of the case. For example, if STORYMAKERS intends to continue to hold or use personal data after the relationship with the individual ends, then the initial consent to the processing of personal data should cover this.

Even when consent has been given, it will not necessarily last forever. Although in most cases consent will last for as long as the processing to which it relates continues, the individual may be able to withdraw consent, depending on the nature of the consent given and the circumstances in the information is collected or used. Withdrawing consent does not affect the validity of anything already done on the understanding that consent had been given.

Whether consent has been given is an issue that should be reviewed as the relationship with an individual develops, or as the individual's circumstances change.

Consent obtained under duress or on the basis of misleading information does not adequately satisfy the condition for processing.

The GDPR distinguishes between:

- The nature of the consent required to satisfy the first condition for processing; and
- The nature of the consent required to satisfy the condition for processing sensitive personal data, which **must be** "explicit".

This suggests that the individual's consent should be absolutely clear. It should cover the specific processing details; the type of information (or even the specific information); the purposes of the processing; and any special aspects that may affect the individual, such as any disclosures that may be made.

For these reasons, STORYMAKERS should not rely exclusively on consent to legitimise its processing. In the Information Commissioner's Office view it is better to concentrate on making sure individuals are treated fairly rather than on obtaining consent in isolation. Consent is the first in the list of conditions for processing set out in the Act, but each condition provides an equally valid basis for processing personal data.

For further information you can contact the ICO hotline which gives advice to the public and organisations on data protection/confidentiality or visit the link below:-

<http://www.ico.gov.uk/>

Appendix II

Data Processing and Retention Information

Storymakers is compliant with the data protection regulations and Data Protection Act. We continually monitor and update our processes where required, particularly in the face of future changes to data protection legislation that will be in force from 25th May 2018. As part of the various services and products we offer, we hold or have access to data that can identify individuals. In all instances, access to such data is controlled and limited to specific individuals.

Scope and purpose of processing

Personal data is held for the purposes of communication regarding courses and related products. The personal data held is necessary under the 'legitimate interests' pursued by the controller (Storymakers) as defined in article 6.1 of the GDPR. The facility to opt out of marketing communications remains.

Nature of processing

Storymakers does not undertake any automated decision making as defined by article 22 of the GDPR. Data will be processed for the purposes of objective and permission-based marketing.

Duration of processing

Storymakers will maintain personal data until such time when the retention of that data can no longer be justified under the provisions of the Data Protection Act and is not overruled by competing legislation or regulations.

Types of Personal Data

The personal data held will include: Name of parent, Name of child, DOB of child, Telephone number(s), Email address, Allergy information.

No 'sensitive data' (as defined by the Data Protection Act) or 'special categories of personal data' (as defined by the GDPR) are held against any current, or former customers.

Categories of Data Subject

The data subjects, whose data may be held by Storymakers, are restricted to that of existing, or former customers. These data fall under the category of 'personal data' and do not include any 'sensitive data' (as defined by the Data Protection Act) or 'special categories of personal data' (as defined by the GDPR).

Data sharing

There is no routine data sharing of person identifiable data.

Data Access Request Form

Please note that whilst it is not obligatory to complete this form but information contained within it would help Storymakers to respond to your request in the most efficient manner.

Name:

Address:

Reference Number:

Telephone Number:

By completing this form you are making a request under the General Data Protection Regulation for information held about you by Storymakers that you are eligible to receive.

Required information:

By signing below you indicate that you are the data subject named above. Storymakers cannot accept requests from anyone else such as family clients regarding your personal data. We may need to contact you for further identifying information before dealing with your request. You warrant that you are the data subject and will fully indemnify us for all losses, cost and expenses if you are not.

Please return this form to *the Data Protection Officer at Storymakers, Longmede, Linden Chase, Sevenoaks*, or by email to storymakers@nikkiyoung.co.uk

Please allow 30 days for a reply.

Data subject's signature and date

Subject Access Requests – Further Information

1.0 What is a valid subject access request?

- It must be in writing. A request sent by e-mail or fax is as valid as one sent in hard copy. Reasonable adjustments should be made if a disabled person finds it impossible or unreasonably difficult to make a subject access request in writing.
- It must request access to their personal information (held either manually or electronically) and not to information relating to other people.
- If a request does not mention the GDPR specifically or even say that it is a subject access request, it is nevertheless valid and should be treated as such if it is clear that the individual is asking for their own personal data.
- It may be restricted to only limited information (but need not be).
- It must be made by the data subject (or by a person authorised by the data subject). STORYMAKERS will take reasonable steps to verify that the person making the subject access request is the data subject.
- It must be complied with within 30 calendar days from the date of receipt

2. Finding and checking the requested information

If an employee receives a subject access request for information, the request should immediately be sent to the Data Protection Officer who within thirty days will go through the following process: -

- Search all of the systems for personal data relating to the individual;
- Collate all information and ensure only the requester's personal data is disclosed (redacting any third party data);
- Securely send the response to the verified address of the data subject;
- Retain a copy of the disclosed data.

3. Denial of Access

The GDPR includes various exemptions which specify the circumstances in which an organisation can refuse to provide access to personal data.

Access can be refused if STORYMAKERS has previously complied with an identical or similar request in relation to the same individual, unless a reasonable interval has elapsed between compliance with one request and the receipt of another.

STORYMAKERS can also refuse to provide the data if the effort in doing so would be disproportionate.

There are a number of other instances when STORYMAKERS may refuse access.

3.1 Access to all or part of a record will be denied if one or more of these conditions exist:-

- a) In the opinion of the relevant professional the information to be disclosed would be likely to cause serious harm to the physical or mental health of the applicant or any other person.
- b) If the information forms part of legal advice given to the client by a STORYMAKERS solicitor or a solicitor acting on behalf of STORYMAKERS and is therefore covered by legal professional privilege.
- c) The release of data would jeopardise the prevention or detection of crime, or the apprehension or prosecution of offenders;
- d) The data is contained in a confidential reference provided by STORYMAKERS;
- e) The request records STORYMAKERS' intention in relation to any negotiations with that person , and the release of the data would prejudice negotiations;
- f) The data relates to management forecasting or management planning and its release would prejudice STORYMAKERS's business activities;
- g) The person has requested access to data which relates to research and the results of the research have not been published in a manner which identifies individuals

3.2 Notification of any refusal to grant access will be given as soon as possible, in writing. STORYMAKERS will record the reason for this decision, and will also fully explain the reason to the applicant unless doing so would itself disclose information which would be subject to the exemption.

3.3 Even if STORYMAKERS is aware that the applicant has received a copy of the information from another source, it must provide a copy of the information if held.

4 Exemptions

4.1 STORYMAKERS has to protect the rights and other legal rights of other individuals when responding to a subject access request. If the release of personal data would reveal information which relates to and identified another person (third party) for example, where a relative has provided certain information, this information will be withheld unless consent from the third party individual is obtained, and it would not be reasonable in the circumstances to release the data without their consent.

4.2 If the release of personal data is likely to cause serious harm to the data subject's physical or mental health or of any other person it may be withheld.

4.3 There is an exemption in the GDPR that allows personal information to be disclosed for the purposes of preventing or detecting fraud and for attempting to secure the apprehension of offenders, but there are limits on what can be released. When a decision is made to release personal data for this purpose, a detailed record of the reason why should be kept.