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# Data Protection Essentials



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## Agenda and learning outcomes

- Know what makes up the UK data protection laws and your obligations
- Explain your data collection and storage to meet your transparency obligations
- Recognise data subject rights
- Understand how to maintain data quality, how to re-use data and how to utilise Management Information for effective decision making
- Apply a security focus to protect personal data



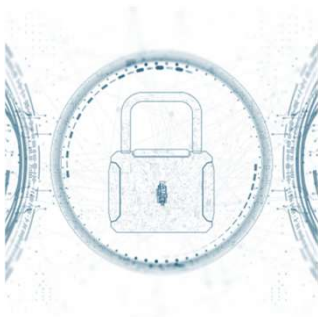
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# Understanding UK data protection laws



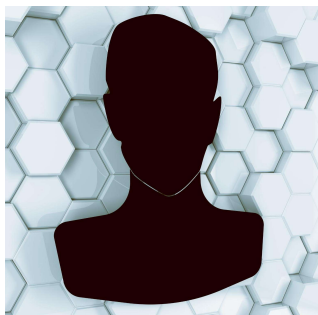
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## The UK GDPR

UK General Data Protection Regulation is the domestic version of the EU GDPR.

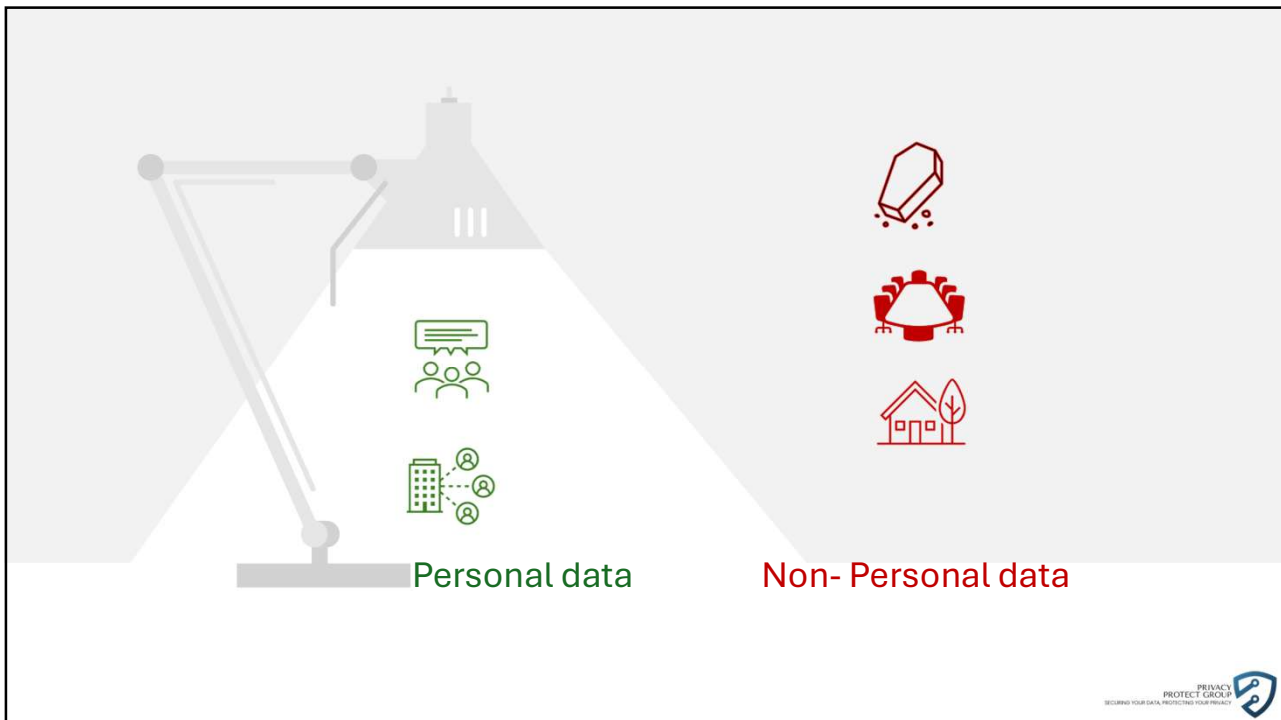


## DPA 2018

The Data Protection Act 2018 supplements the UK GDPR with detail such as justifying having special category data, and exemptions to the UK GDPR requirements.



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## Principles

1. Lawfulness, fairness and transparency
  - a) Consent
  - b) Performance of a contract
  - c) Legal obligation
  - d) Vital interests
  - e) Public task
  - ea) Recognised legitimate interest
  - f) Legitimate interest

In the bottom right corner, there is a logo for 'PRIVACY PROTECT GROUP' with the tagline 'SECURING YOUR DATA. PROTECTING YOUR PRIVACY'.

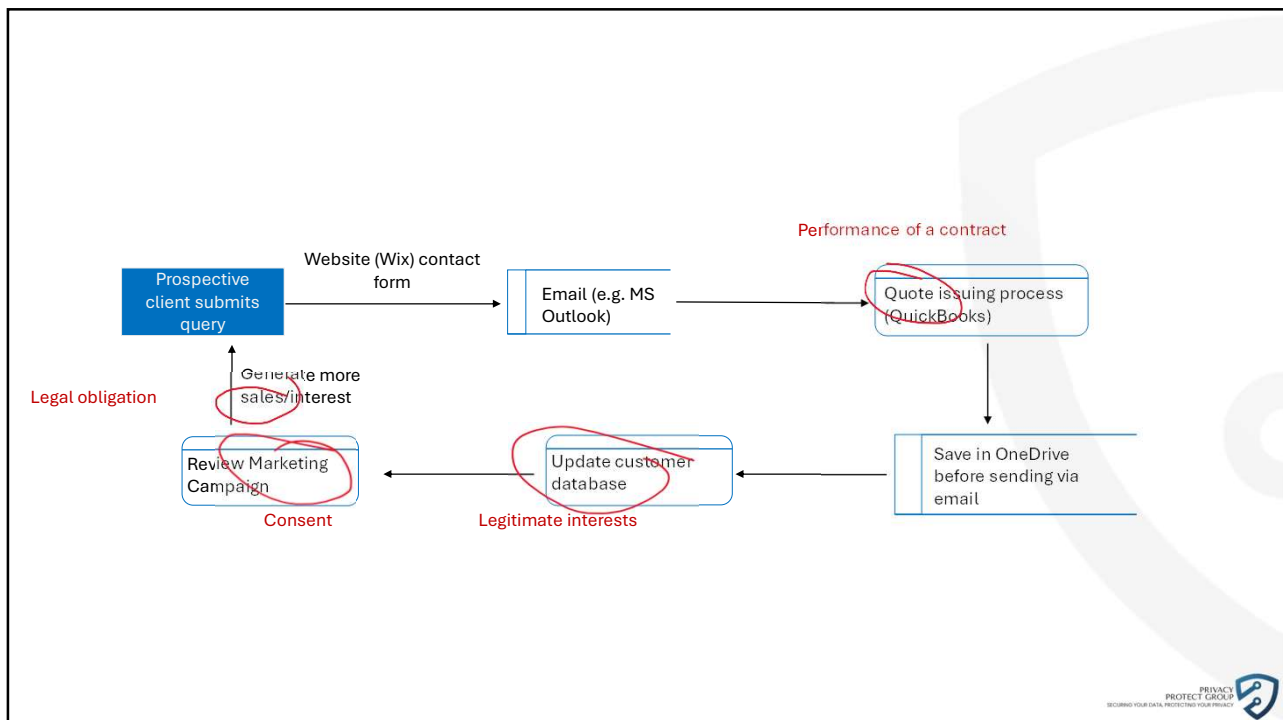
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## Principles

2. Purpose limitation
3. Data minimisation
4. Accuracy
5. Storage limitation
6. Confidentiality and Integrity
7. Accountability



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SECURING YOUR DATA, PROTECTING YOUR PRIVACY

**Role of Controllers**

Controllers decide the purposes and means of personal data processing and are accountable for compliance.

**Role of the ICO**

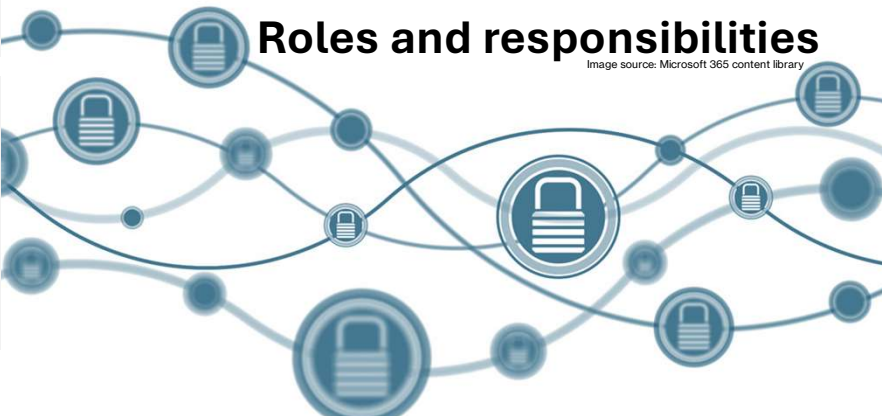
The ICO oversees data protection compliance and enforces laws to protect personal data rights.

**Role of Processors**

Processors handle data on behalf of controllers, following their instructions and ensuring secure processing.

## Roles and responsibilities

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# Transparency

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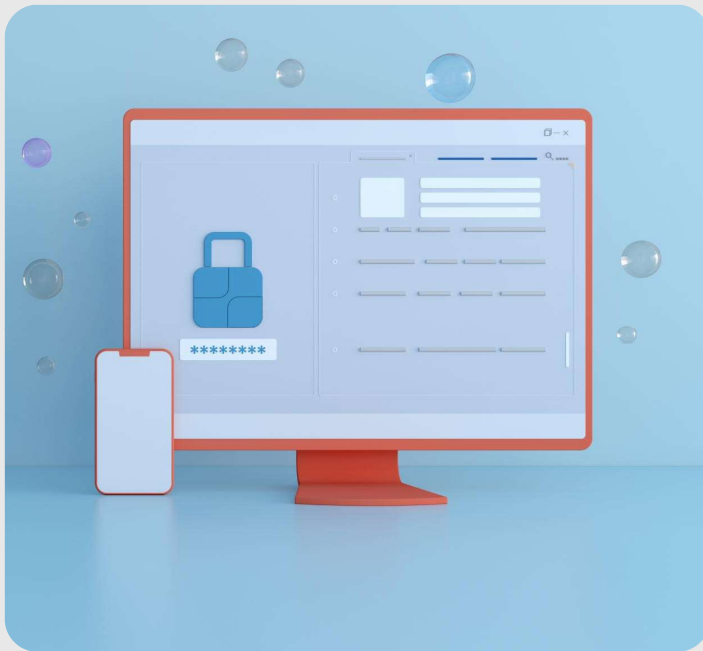


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## Privacy Notices

- ✓ Who you are
- ✓ What data you have
- ✓ What you do with it
- ✓ Why you have it
- ✓ Where you store it and for how long
- ✓ How you secure it
- ✓ What rights individuals have
- ✓ How you share it, including international transfers



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## Proportionate data retention

1. Identify legal and regulatory requirements
2. Purpose and necessity
3. Documented policy
4. Dispose and keep disposal records

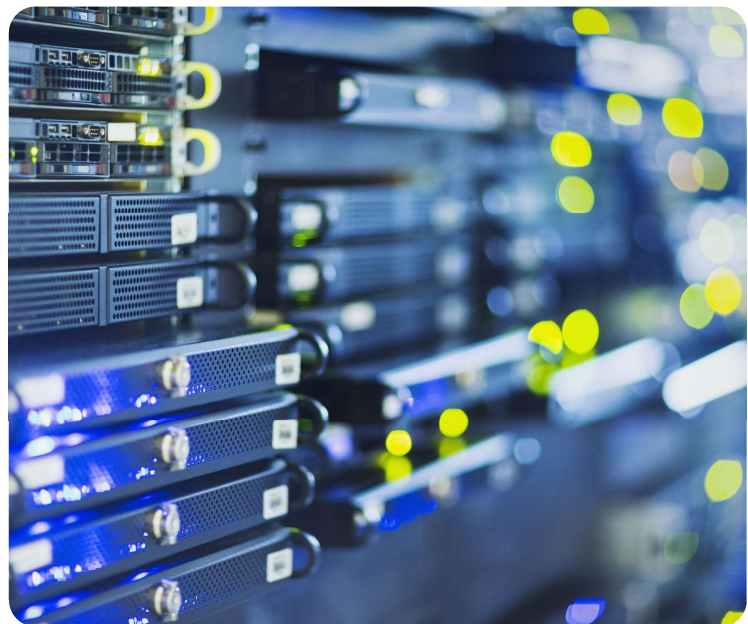


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# Data subjects' rights and handling requests

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## Data subjects' rights

Right to access

Right to rectification

Right to erasure

Right to object

Right to restriction

Right to data portability

Right to NOT be subjected to  
automated decision-making

Right to withdraw

Right to complain

Right to be informed

qualified

absolute

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## Practical steps for responding

**Efficient request handling** - Establish clear processes to identify, verify, and respond to subject access requests promptly and accurately.

**Staff training** - Provide regular training to staff to ensure awareness and compliance with data subject rights and procedures.

**Record keeping** - Maintain detailed records of all requests to ensure compliance and manage expectations effectively.



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# Data quality, re-use, and Management Information



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## Maintaining data quality



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### Static data

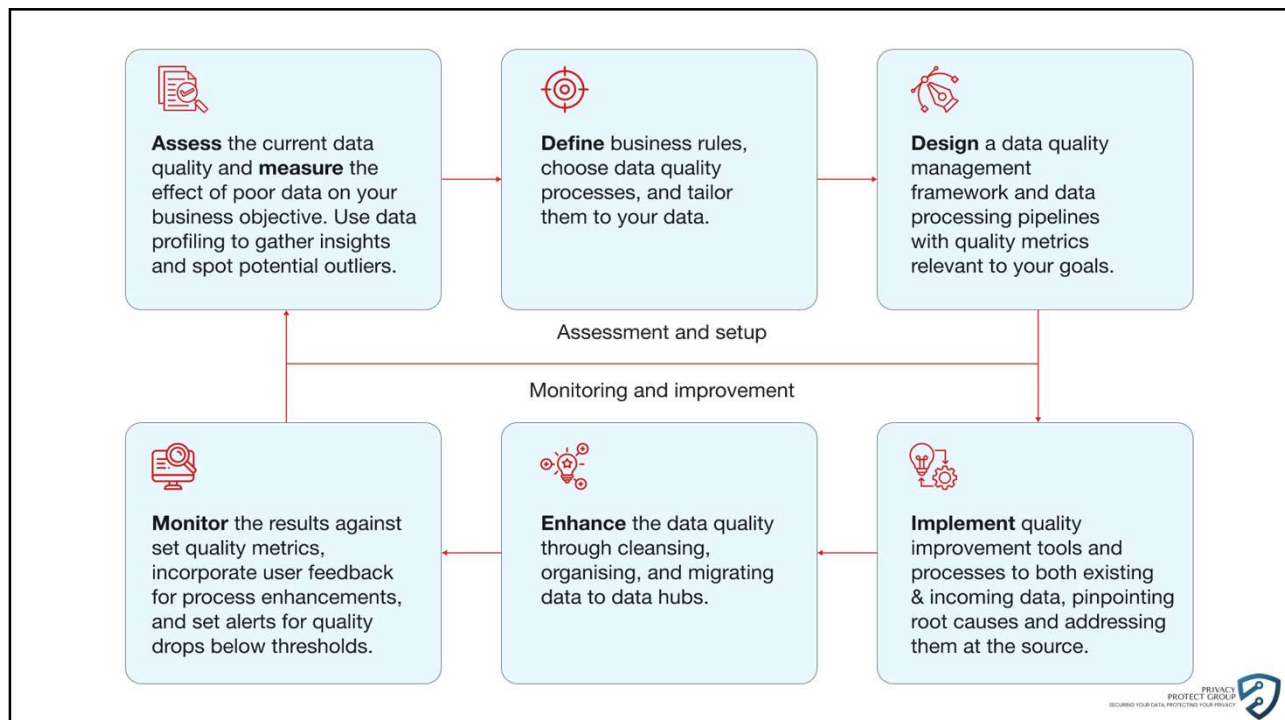
Data held for specific, limited purposes

Data held for specific legal or compliance reasons

Data for research and statistical purposes



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## Rules for data re-use

- Link between purposes
- Context and expectations
- Nature of the data
- Possible consequences
- Appropriate safeguards



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## Using Management Information (MI) safely

- Use of aggregate data
- Anonymisation
- Safeguards



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# Security focus: protecting personal data



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## Preventing data breaches

- Treat personal data like a top-secret government project.
- Give your customers as much control over their information as a Swiss bank account would over their money.
- Scrutinise your measures like a conspiracy theorist



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## Recognising and managing personal data breaches

Personal data breaches have to be a confirmed fact.

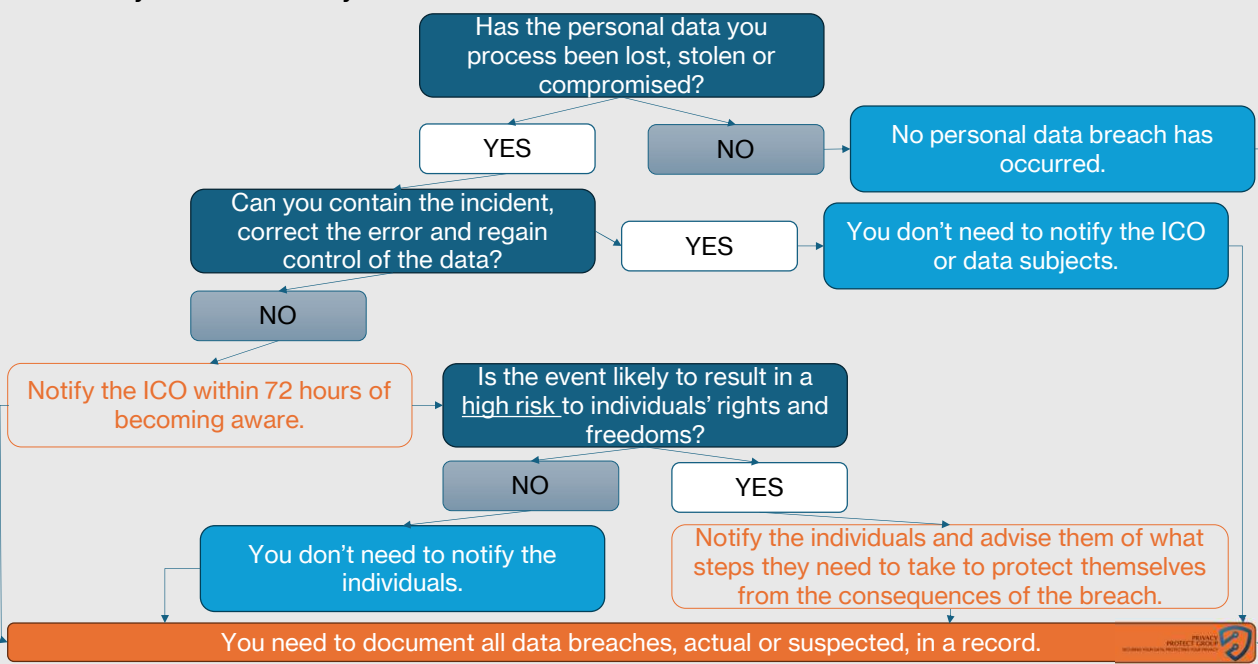
You need to detect breaches effectively.

Investigate and impact assess all incidents.



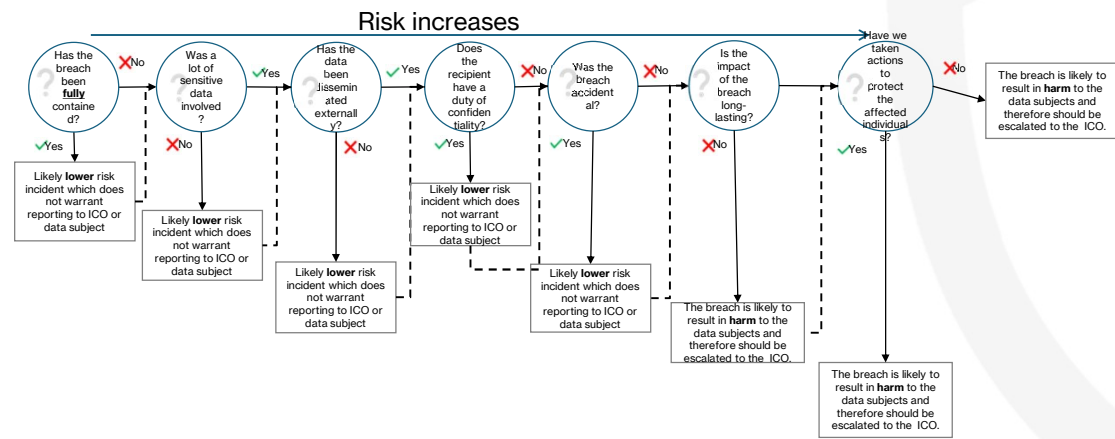
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### When do you need to notify a breach?



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## Determining the level of harm



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# Why does it matter?

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# 99%

of businesses process personal data

[UK Business Data Survey 2024 - GOV.UK](https://gov.uk/business-data-survey-2024)



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# 85%

of sole traders spend no time dealing with data protection compliance

[UK Business Data Survey 2024 - GOV.UK](https://gov.uk/business-data-survey-2024)



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# 52%

of businesses in general don't dedicate anyone to data protection compliance

[UK Business Data Survey 2024 - GOV.UK](#)



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# 43%

of businesses report having experienced a breach

[Cyber security breaches survey 2025 - GOV.UK](#)



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# £3,640

is the average cost for a business to recover from a breach

[Cyber security breaches survey 2025 - GOV.UK](#)



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# £21,470

is the average cost for a charity to recover from a breach

[Cyber security breaches survey 2025 - GOV.UK](#)



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## Getting it right

1. Know what data you have
2. Know the lawful reason for having it
3. Know what rights people have
4. Be transparent
5. Protect the information



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## Conclusion: building trust through compliance

### Understanding requirements

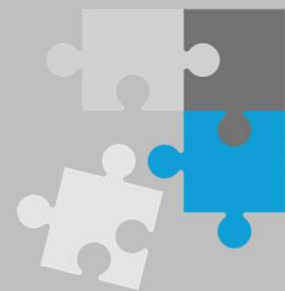
Grasping UK data protection rules is essential for protecting personal data and maintaining legal compliance.

### Protecting personal data

Effective data protection respects individuals' fundamental rights and fosters customer trust.

### Sustainable business success

Ongoing compliance supports long-term business growth in a data-driven environment.



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# What questions do you have?