

Data Protection and GDPR – How to approach press and media

A great additional way that counties promote the NGS is by forming relationships with local press and media outlets.

The new data protection legislation, GDPR, that comes in to force in May 2018 seeks to ensure that individuals are not hounded by businesses and organisations that they have not explicitly consented to hearing from. We therefore have to be more considerate about how we approach and engage with individuals and their personal data.

We can still get in touch with representatives of organisations that we feel might be interested in advertising with us under a legal basis called legitimate interests. Legitimate Interests basically means that the person you contact would have a reasonable expectation that an organisation like the NGS could be in touch. Also because we are contacting them in a professional capacity and not as an individual, this further strengthens the case for legitimate interests, as it is likely that most businesses do some form of advertising.

Some Guidelines

- 1) We can still contact businesses who we feel could reasonably expect to hear from us in their role.
- 2) Be transparent about how you got their details and why you are getting in touch.
- 3) You can contact members of the press and media using contact details found in their publications or on their websites. Ensure that is you contact them and they refer you to someone else in the organisation that you update the details you hold.
- 4) Our Media and Communications Manager has a list of press contacts that have been approved for us to use. If you don't have a copy please do get in touch – 01483 213 908
- 5) Always consider if emailing first if the best way to build a fruitful relationship with a potential advertiser. Would a phone call or popping in to see them be more successful? Obviously this is based on time volunteers have to devote to a project.
- 6) Please ensure that if you are sending out emails to groups of people that you use the BCC function to ensure that the recipients cannot see each other's details.