

The Quick Guide to Getting your GDPR Privacy Notices Right



What

To determine what you need to include in your privacy notice, make a list of:

- What personal information you hold;
- What you do with it and what you plan to do with it;
- What you actually need;
- Whether you are collecting the information you need;
- Whether you are creating new personal information;
- Whether there are multiple data controllers.

If you are relying on consent, you should:

- display it clearly and prominently;
- ask individuals to positively opt-in;
- give them sufficient information to make a choice;
- explain the different ways you will use their information, if you have more than one purpose;
- provide a clear and simple way for them to indicate they agree to different types of processing;
- include a separate unticked opt-in box for direct marketing.



When

Actively give privacy information if:

- you are collecting sensitive information;
- the intended use of the information is likely to be unexpected or objectionable;
- providing personal information, or failing to do so, will have a significant effect on the individual; or
- the information will be shared with another organisation in a way that individuals would not expect.



How

Write and present it effectively:

- use clear, straightforward language;
 - adopt a style that your audience will understand;
- don't assume that everybody has the same level of understanding as you;
- avoid confusing terminology or legalistic language;
 - draw on research about features of effective privacy notices;
 - align with your organisation's values and principles;
- be truthful. Don't offer people choices that are counter-intuitive or misleading;
- ensure all your notices are consistent and can be updated rapidly;
 - provide separate notices for different audiences.

