



Oscar and GDPR Q&A

Following legal review between 2015 and 2017 and extensive consultation with the Direct Marketing Association, we were fully prepared for the implementation of the GDPR in 2018.

We have published a number of documents (linked in footer of this document), but have summarised some of the more regular questions and answers below for the benefit of our current and future data subscribers.

Please note all Oscar data usage is subject to our data terms and conditions.

Corporate member



What is GDPR?

The General Data Protection Regulations are a set of EU legislation for the protection of personal data that came into force in the UK on May 25th 2018.

What personal data does Oscar hold in it's database?

Where provided, the names and email addresses of post holders within Public Bodies, Public Service Providers and Limited Companies.

How do we source our data?

All our data is taken from one or both of the following sources:

1. Where data has been published or put into the Public Domain by the employing organisation.
2. Provision of the data directly from an individual Post Holder or Centrally from within their organisation.

A link to our Research Methodology and Data Source and Application documents are in the footer of this document.

What disclosure of data usage do we provide?

At the point of data collection with a post holder or the employing organisation, we include reference to our Data Transparency and Information Notice (linked to in footer of this document), this specifically includes data availability to the following categories of user:

Public Bodies
Public Sector Suppliers and Service Providers
Other Bodies Providing Public Services.

Can Post Holders manage and remove their personal data from Oscar ?

Yes, beyond the re-sourcing and verification of data every 6-12 months, we also provide all post holders with free access to our Public Sector Network Platform where they can access and review all the data we hold and update detailed permissions and preferences about the storage, use and availability of their data. We are also in monthly contact with the complete database of Post Holders, which includes a link to our data transparency statement (linked below).

What do we record relating to data source and compliance?

Every post holder record containing personal data on the Oscar database has a specific data source confirming the origin and recorded dates showing when the record was added, amended and last confirmed. This is tied back to the electronic or physical copy of the information that has been provided to us.

How do we ensure our copies of Oscar data are up to date and reflect the latest permissions ?

Our Terms of Data Usage (linked to below) require all data users to take downloads at least every month and never more than one month before any data usage for communication or marketing. This means that we have a defined timeline for Post Holder preferences to be updated across all our users (as well as ensuring users are accessing and using the latest data from us).

Which channels of Marketing and Communications can be used, and what restrictions apply with Oscar data?

The following table summarises the methods of transmitting communications and marketing content, the restrictions that apply and the basis of usage (ie Opt-Out or Consent/Opt In) that applies in each case.

Marketing Channel	GDPR/PECR Requirements	Oscar Notes
Postal	Individual Post Holders can Opt Out .	We recommend screening against the MPS
Live Telemarketing	Screen against CTPS Scheme. Individual Post Holders can Opt Out .	We recommend also screening against the TPS
Recorded/automated Telemarketing	Consent/Opt In Required	We do not recommend this method.
Email	Screen against own suppression list. Individual Post Holders can Opt Out .	Oscar data contains post holder and organisational corporate subscriber emails. As such, usage does not require consent, but is subject to our terms of usage and best practice.

Where Opt-Outs are made, the user is responsible for ensuring the future suppression of content and communications to these post holders.

MPS = Mailing Preference Service

C/TPS = Corporate/Telephone Preference Service

What other restrictions are there on our use of Oscar data for marketing?

Our data terms cover this in some detail (linked to at the end of this document), but the key points for the purposes here are:

All data is licensed on a time and usage basis and not purchased.

All data must be deleted at the end of a license period.

Usage should be assessed on the grounds of Legitimate Interests under GDPR.

All communications must relate to the organisation or post, not the individual.

All communications must be relevant and proportionate.

All communications contain a clear opportunity to opt-out from future correspondence.

All requests to opt-out are honoured

Data used for communications must be no older than one month

What is the summary of Oscars Data Services with GDPR in mind?

We are a database and market research company focused on the UK Public Sector and related Services. We record both organisational data and key posts and their post holders where data is available or provided with disclosure of its usage. This data is licensed to specific clients for a certain period and purpose with strict terms of usage. We provide a necessary function for both inter-Governmental communication and research and also to facilitate marketing communication from both Public and Private Service providers. The interests of both the data subjects and data users are considered to the fullest possible extent and all our database content and services are made as transparent as possible.

Useful Links:

Data Transparency and Information Notice

<http://www.oscar-research.co.uk/info/datatransparency>

Database Usage Terms and Conditions

<http://www.oscar-research.co.uk/info/terms>

Data Sources, Flow and Usage

<http://www.oscar-research.co.uk/info/datasourcesanduse>

Data Research Methodology

<http://www.oscar-research.co.uk/databases/accurate>

ICO Direct Marketing Checklist

<https://ico.org.uk/media/for-organisations/documents/1551/direct-marketing-checklist.pdf>