



# Oscar and GDPR Q&A

10 August 2017

Following extensive Legal Review during 2016 and consultation with the Direct Marketing Association, we have been preparing over the last two years 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 data usage is subject to our data terms and conditions.





## What is GDPR?

The General Data Protection Regulations are a new set of EU legislation for the protection of personal data that will come into force in the UK on May 25th 2018. Before which, rules under the 1998 and 2003 Data Protection Acts apply.

## 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 permissions and preferences. We are also in monthly contact with the complete database of Post Holders, which includes the access details to their online accounts.

## **What do we record relating to data source and compliance?**


Before May 2018 every post holder record on the Oscar database will have a data source and date recorded and where provided, this will be tied back to the electronic or physical copy of the information that has been provided to us.

## **Will we continue to be able to access and use Oscar data after May 2018?**

Yes, your current subscription(s) will continue to be available after May 2018 with continuous updates available to ensure the latest information, preferences and changes are reflected.

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

Our latest Terms of Data Usage (linked to in footer) 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 can be used, and on what basis, with Oscar data post May 2018?

**Postal Communication/Marketing** - this will remain on an 'opt-out' channel (subject to the Mailing Preference Service (MPS) where appropriate) .

**Telephone Communication/Marketing** - all telephone numbers must be screened against the TPS and CTPS (Telephone/Corporate Telephone Preference Scheme) prior to being used for marketing purposes. Beyond which, this will remain an 'opt-out' channel.

**Email Communication/Marketing** - the rules for e-mailing employees of Public Bodies and Companies are governed by the PECR (Privacy and Electronic Communication Regulations) which will be replaced by the forthcoming e-Privacy Regulations (tbc). This will remain an 'opt-out' channel.

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

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

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 marketing 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>

