

RIGHT TO BE INFORMED

THE RIGHT TO BE INFORMED is one of 8 rights in the General Data Protection Regulation (GDPR). The GDPR comes into force in the UK on the 25th May 2018. Along with the new Data Protection Bill, the GDPR is the biggest shake up of data protection law in the UK since 1998.

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What is the right to be informed?

Any organisation asking you to share personal data with them must, under the GDPR, tell you:

- Why they want your data.
- What is going to happen to your data.
- How they will use your data.
- How long they will keep your data.
- If they share your data, who it will be shared with.
- Who will be responsible for your data; this is known as the “data controller”.
- If your data is going to be transferred to another country.
- If your data is going to be used to make an automated decision about you.
- If your data is going to be used to create a profile of you.
- That you have the right to complain.

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Where will I find information about my right to be informed?

You should not have to trawl through a website to find the information, it should be made easily available to you.

Organisations will most probably provide the information in a:

- privacy notice;
- privacy policy or
- data protection document.

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How will I understand the Information?

The organisation has to make sure the information is easy to understand

The information must be written in simple and plain language - you should not have to be a lawyer to understand it.

The information should be short and concise, you should not have to read long documents written in small print.

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A company I don't know has my data

Sometimes an organisation may have been given or requested access to your personal data from another source.

If an organisation you don't know makes contact with you about your data, under the right to be informed they have to tell you as soon as they contact you:

- why they have your data and
- where they got your data from.

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Your data might be used for another purpose

Organisations may want to use your personal data for another purpose to the one you originally agreed to.

For example many shops now give Google access to people's loyalty card data so Google can analyse it for advertising purposes.

Under the right to be informed the company has to inform you of the new purpose and provide any further information about how your data will be used.

If you disagree with the new purpose you have the choice to say no. See the [Right to Object](#) Factsheet.

This may mean your relationship with the organisation comes to an end.

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Do I get a choice about how my data is used?

In some cases you will be given a choice about whether you agree to your data being used for specific purposes.

Any organisation asking for you data must:

- make clear to you what your choice is
- clearly ask you to give your consent
- present you with a clear yes/no choice which you have to complete - you must not be given an auto-filled tick box.

Sometimes you will have no choice about giving your personal data, for example if you have to complete a contract or legal document.

If you have to give personal data as part of a contract you must be told what the consequences are if you refuse to participate.

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Why does the right to be informed matter?

Personal data is valuable. If it is lost, misused or hacked it can affect your identity, the security of your finances or the security of your communications.

You would not hand personal belongings to someone without knowing they would be safe. The same should apply to your personal data

We make decisions in the physical world about whether we believe an organisation is right for us, and whether they are secure, trustworthy and reliable.

The same scrutiny should be given to the decisions we make online too.

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Don't forget

- Organisations now have to make clear why they need your data, how it will be used, shared and stored.
- If an organisation is going to use your data to make a profile of you or make an automated decision they must tell you.
- Some organisations will require you to make a yes/no choice to confirm you are happy to share your personal data.
- If your data is used for another purpose you must be told of the change and given the right to say no.