

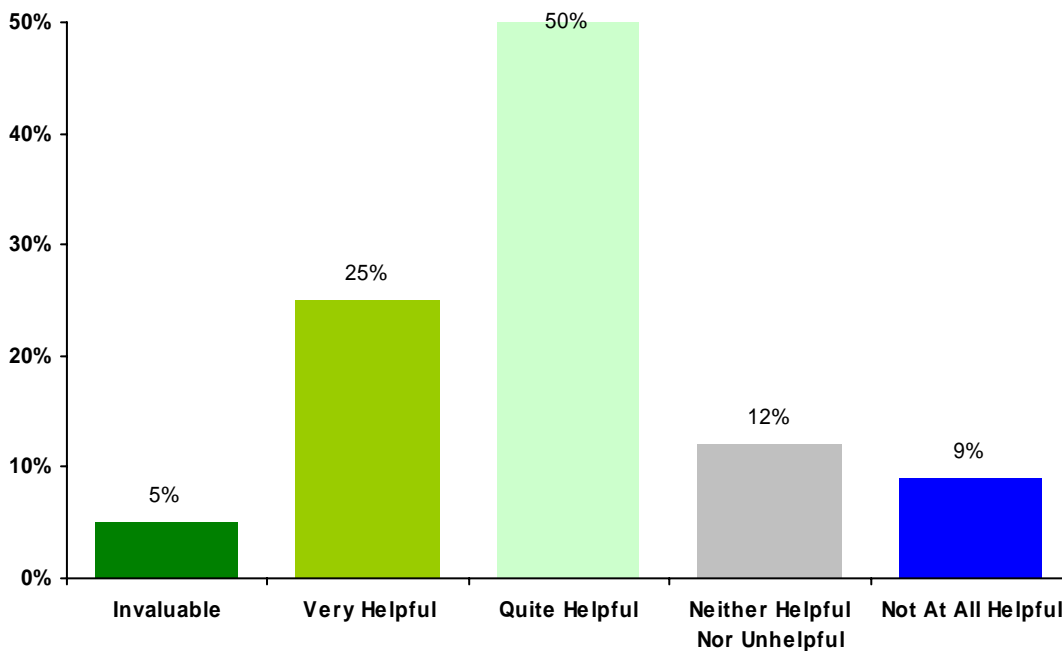
## Data Protection Officer Conference 2009

### Feedback Questionnaire

Feedback forms were given to the 300 delegates who attended the conference and were completed by 140 people. This gave us a very good response rate of 47%. Respondents were asked to rate several aspects of the conference and to give their suggestions on future topics. Overall feedback was very positive and there was a general consensus that it had been a very well run event.

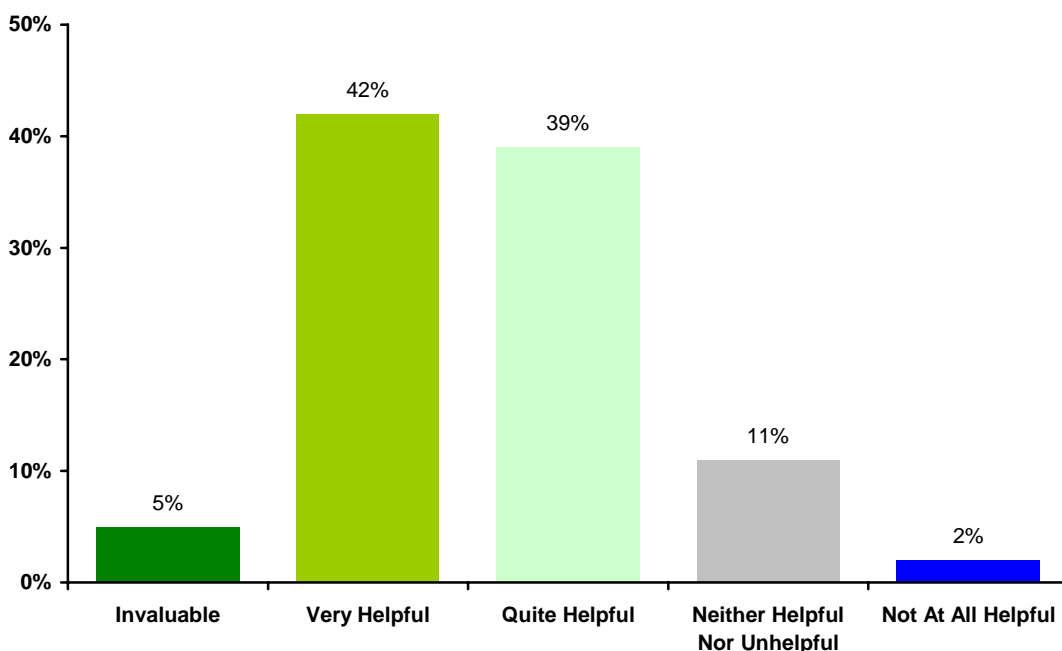
Respondents were asked to rate each of the speakers and the workshops at the event and the results are as follows:

#### Tesco's approach to information management - Neil Paterson, Tesco



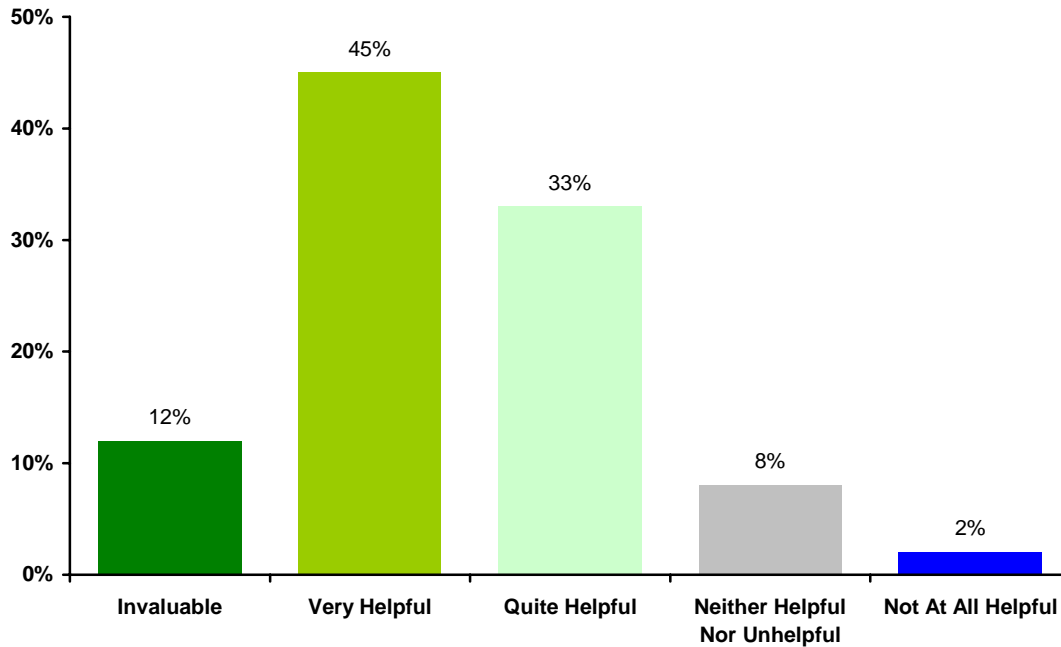
Half the delegates rated the Tesco's presentation as 'Quite helpful' with around a third rating it as either 'Very helpful' (25%) or 'Invaluable' (5%). There were some attendees who didn't find the presentation helpful with 12% rating it as 'Neither helpful nor unhelpful' and 9% stating it was 'Not at all helpful'.

#### Afternoon address – Rt Hon Michael Wills, MP Minister of State



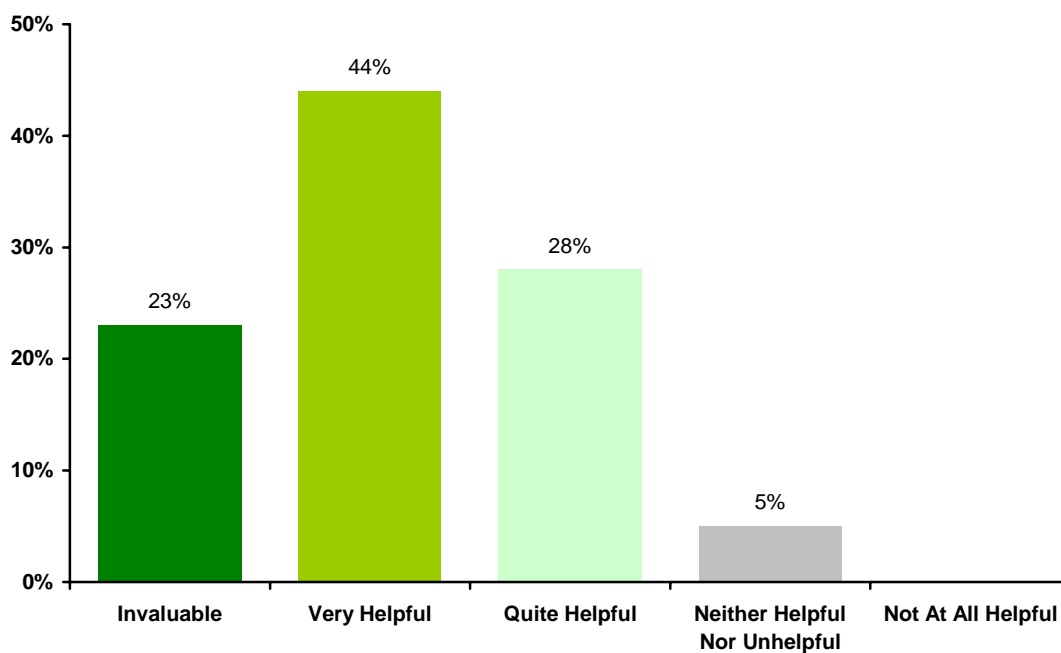
The afternoon address was well received with 42% of delegates rating it as 'Very helpful' and 39% rating it as 'Quite helpful'. It was rated as 'Neither helpful nor unhelpful' by 11% and only 2% thought it was 'Not at all helpful'.

### Information management in the current climate – John Suffolk, Chief Information Officer



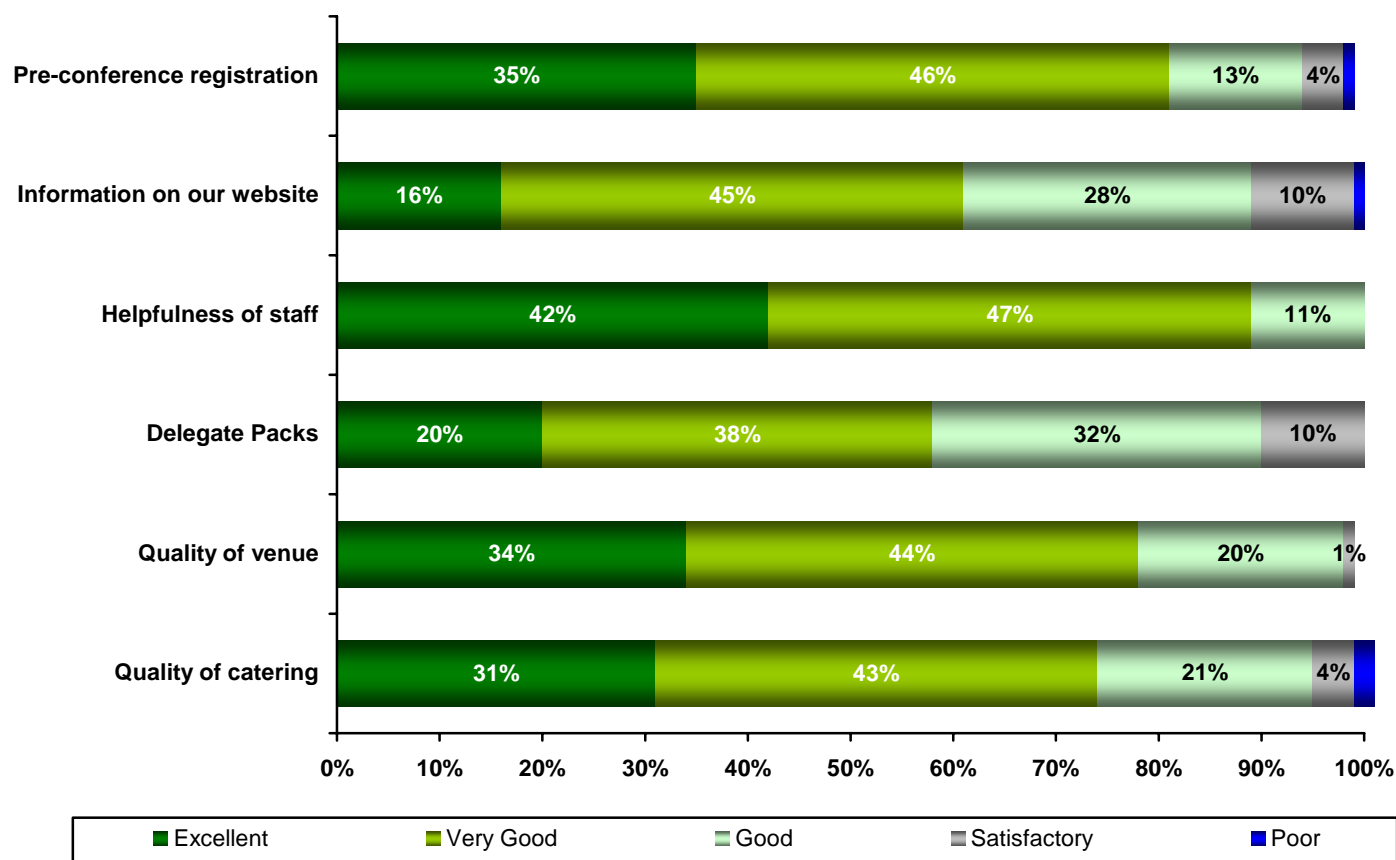
The information management presentation was very well received with 12% of attendees rating it as 'Invaluable', 45% as 'Very helpful' and 33% as 'Quite helpful'. Only 10% rated it as 'Neither helpful nor unhelpful' or 'Not at all helpful'.

### Workshops



Almost a quarter of delegates rated the workshops as 'Invaluable' (23%), whilst 44% rated them as 'Very helpful' and 28% as 'Quite helpful'. Only 5% rated them as 'Neither helpful nor unhelpful' and no-one thought that they were 'Not at all helpful'.

Respondents were asked to rate the conference's general arrangements at the event and the results are as follows:



Overall all the general arrangements were rated highly, with the helpfulness of staff receiving the highest praise, as 42% of delegates thought staff were 'Excellent', 47% thought they were 'Very good' and 11% rating staff as 'Good'. Hardly any of the arrangements received any notable 'Satisfactory' or 'Poor' ratings, although the delegate packs and information on our website were both rated as 'Satisfactory' by 10% of delegates.

Delegates were then asked if they had any other general comments about the format and content of the day. A selection of comments is shown below:

"Venue was easy to find & arrangements worked well for large quantity of delegates"

"Valuable and important event. Workshop sessions a useful two-way communication process."

"Very good conference and given that there's no charge unbelievably good value for money"

"Very realistic. Discussed & presented on relevant issues that are facing us today. Data security and Information Assurance very valuable."

"Staff were simply fabulous - very well organised"

"Perhaps lunch could have been better organised."

"It would be preferable to include handouts for all the presentations in the delegates packs."

When asked what data protection topics delegates would like to discuss at future conferences, the most popular suggestions were as follows:

Data sharing	17%
Technology development	7%
International data transfers	7%
Senior management buy-in	6%
Direct marketing	6%
3rd parties, contracts/suppliers	6%
Training	4%
Accountability of risk	4%
DP meets FOI	4%
Retention	4%
Breaches	4%
Personal data	4%
Subject access	3%
Section 35	3%

Finally, respondents were asked if there was anything that they would like the ICO to provide to help support them in their roles. The most popular suggestions were:

**Guidance** 22%

- e.g. "Continued guidance on topics already covered"  
"More guidance on the obligations & requirements of our data processors."  
"Need guidance on financial penalties but that will come soon no doubt."

**Email alerts** 13%

- e.g. "Email bulletins advising what new/revised guidance available on ICO website."  
"More frequent email bulletins."

**Training resources** 12%

- e.g. "Could ICO offer training to a recognised DP qualification?"  
"...would like to see the ICO produce a standard training pack for all organisations."

**More Events/Conferences** 12%

- e.g. "More ICO update events."  
"Events continue to be a useful opportunity to exchange ideas, best practice and experiences."

**Sector Specific** 8%

- e.g. "Sector events would be useful."  
"More guidance/events aimed at the sector please"

**CEOs buy-in** 8%

- e.g. "More information/guidance issued to the CEO's would really help the DPO carry out their role - it is extremely difficult to raise the importance of DPA etc upwards - rather than the CEO/Board ensuring the take up is across all sectors of the organisation."

**Action plan** 4%

- e.g. "Breaches and how to judge the seriousness of situation by a bullet point list and action to take."

**Easy access on website** 4%

- e.g. "Breaches Website searches could be easier/more transparent."