

## **Press Release**

### **FINAL**

Date: 3 March 2010

### **Information Commissioner's Office puts a value on data protection**

Christopher Graham, the Information Commissioner, is urging organisations to put a value on personal information and invest in privacy protection.

At the Data Protection Officer Conference in Manchester today the Information Commissioner's Office (ICO) will launch ['The Privacy Dividend' report](#) which provides organisations with a financial case for data protection best practice.

The report explains how to put a value on personal information and assess the benefits of protecting privacy. It includes practical tools to help organisations prepare a business case for investing in privacy protection.

Speaking today at the ICO's Data Protection Officer Conference, Christopher Graham will say: "No organisation can neglect to protect people's privacy. Not only is it the law, but there is also a hard headed business imperative. This report provides organisations with the tools to produce a financial business case for data protection ensuring privacy protection is hardwired into organisational culture and governance."

Practical tools to help organisations prepare a business case for investing in privacy protection include:

- Guidance on the steps involved in a privacy protection scheme to assess the costs and benefits
- Guidance on creating business cases for implementing a new system or changing an existing system
- Calculation sheets to assess the value of personal information and put figures to the business case.

Watson Hall Ltd and John Leach Information Security Ltd (JLIS Ltd) were appointed to undertake a three-month research project and produce The Privacy Dividend Report.

A full copy of The Privacy Dividend Report can be downloaded at [http://www.ico.gov.uk/upload/documents/library/data\\_protection/detail\\_d\\_specialist\\_guides/privacy\\_dividend.pdf](http://www.ico.gov.uk/upload/documents/library/data_protection/detail_d_specialist_guides/privacy_dividend.pdf)

## **ENDS**

If you need more information, please contact the ICO press office on 020 7025 7580 or visit the website at: [www.ico.gov.uk](http://www.ico.gov.uk)

## **Notes to Editors**

1. The Information Commissioner's Office upholds information rights in the public interest, promoting openness by public bodies and data privacy for individuals.
2. The ICO has specific responsibilities set out in the Data Protection Act 1998, the Freedom of Information Act 2000, Environmental Information Regulations 2004 and Privacy and Electronic Communications Regulations 2003
3. Organisations can now sign the Personal Information Promise to demonstrate their commitment to protecting people's personal information by visiting the website at [www.ico.gov.uk](http://www.ico.gov.uk)

4. For more information about the Information Commissioner's Office subscribe to our e-newsletter at [www.ico.gov.uk](http://www.ico.gov.uk). Alternatively, you can find us on Twitter at [www.twitter.com/ICOnews](http://www.twitter.com/ICOnews)
  
5. Anyone who processes personal information must comply with eight principles, which make sure that personal information is:
  - Fairly and lawfully processed
  - Processed for limited purposes
  - Adequate, relevant and not excessive
  - Accurate and up to date
  - Not kept for longer than is necessary
  - Processed in line with your rights
  - Secure
  - Not transferred to other countries without adequate protection