

# DIGITAL WM NEWS™

Compiled and collated by RnR Organisation

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*Digital WM News is a monthly compilation/curation of #techforgood news, events/training, offers/tips, people, reading and vacancies of interest to people in the voluntary, community and social enterprise (VCSE) sectors from around the West Midlands – circulated via email; **subscription details on P.4***



## News

### SEVENTH ISSUE OF DIGITAL WM NEWS

Welcome to the seventh issue of our monthly newsletter. It's aimed at helping people in the voluntary, community and social enterprise (VCSE) sectors around the West Midlands to get more out of technology and the web. We love hearing what you, our readers, think about it.

We also love getting your news, events/training, offers/tips, people, reading and vacancies for consideration. Please keep sending them.

Thanks to Stuart Ashmore of [SCVO](#) for the feature article on GDPR this month.

#### **Deadline 21<sup>st</sup> of each month**

- **Pauline Roche, RnR Organisation**

### THE GDPR IS COMING...ARE YOU READY FOR IT?

'GDPR' is General Data Protection Regulation – a new set of rules governing the privacy and security of personal data that comes into force on 25<sup>th</sup> May 2018. It will replace the UK's current Data Protection Act and WILL be implemented

despite the 2016 referendum vote to leave the EU.

**Why the changes?** The GDPR has been designed to give power back to citizens, (known as 'data subjects'), over how their (personal) data is processed and used. It also updates and simplifies the current regulatory environment by being applicable across all EU Member States (although I'd suggest the legislation is anything but 'simple' – it consists of 173 recitals (a text that sets out the reasons for the provisions of an act), 99 articles as well as exemptions to the rules and exceptions to the exemptions!)

**Who does it apply to?** Formally speaking – data controllers and data processors (you can see a full definition of these [here](#) – but (pretty much) any organisation that processes 'Personal Data'.

**Personal data** is defined as: *"Data that relate to a living individual who can be identified from those data (& other information) held by the **data controller**."*

**'Processing'** is defined as: *"Obtaining, recording or holding the data or carrying out any operation or set of operations on the data."*

If you're currently working to the principles of the [Data Protection Act](#) then you're going to fall under the GDPR.

If you're not currently covered by the DPA, you could well (depending on circumstances) find that you now fall under the GDPR!

**What's changing?** At one level, not much – the fundamental data protection principles still hold true. At another, quite a bit – and the devil is in the detail. Some of the headlines include: a wider definition of 'personal data', greater clarity regarding privacy notices, enhanced rights for individuals and a huge step-change in the penalties for data breaches.

#### **How do I respond?**

- You can get GDPR-specific information from the Information Commissioner's Office [here](#)
- You can view several (good, bad and indifferent) videos on YouTube:
  - [Data Protection...What You Need to Know](#): this introduces the concept of data protection



## Events/Training

### **Aug 14<sup>th</sup>**

Net Squared Midlands

[Summer Techforgood Social](#)

Hennessey's Bar, Allison St, Digbeth, Birmingham

### **Aug 21<sup>st</sup>**

Inside Outcomes CIC

[Managing Data for Non Profits](#)

Impact Hub Birmingham

### **Sept 13<sup>th</sup>**

Google

[Digital Garage - Train the Trainer](#)

134B New St, Birmingham

(under DPA) as a basis for the GDPR

- [What is the GDPR?](#) (quite short at 3 mins 39 seconds)
- [GDPR – Simply Explained in 3 Minutes](#)
- You can attend SCVO's Lunchtime GDPR Briefing on Wednesday, 13<sup>th</sup> September 2017 – book a FREE ticket [here](#)
- **Stuart Ashmore** ACMI  
Operations Manager/DCEO, Sandwell Council of Voluntary Organisations

### **WEEKLY/MONTHLY MEETUPS**

[fizzPOP](#) – Lock picking every 2<sup>nd</sup> Wednesday of month

[Net Squared Midlands](#) – monthly #techforgood meetup

[Birmingham Open Code](#) - weekly (Tuesdays) open study session for folks who program (in any language) or those who want to get started learning to code

[Tech Wednesday](#) – monthly meet up for like-minded individuals in the tech industry in the Birmingham area



## Offers/Tips

**RNR ORGANISATION BROKERAGE:** One of the roles we envisage for this newsletter is to bring together practitioners in our core activities of digital skills development and voluntary sector (asset-based) development.

We currently support and deliver this activity through a variety of programmes and networks including Net Squared Midlands, Charitable Trusts West Midlands, West Midlands Open Data Forum and general advice and training to VCSE organisations.

We therefore see the opportunity of using this 'Offers/Tips' section to broker connections between people with skills who want to support VCSE organisations and VCSE organisations who need this type of support.

**Interested?** Please email us at [RnR.Organisation@gmail.com](mailto:RnR.Organisation@gmail.com) about your interest and use the word 'Brokerage' in the subject line. Thanks.



## People

[Tony Bhajam](#), General Manager at [Doink](#), Beatfreaks' Data Lab, [introduces himself](#) at the start of a regular blog series about what Doink is up to and thinking about



## Reading

### [Eight internal communication myths](#)

by [Rachel Miller](#), AllthingsIC | 10 Jul 2017

"There are many myths, misconceptions and untruths about internal communication. I've addressed eight of them. They reflect the reality of working as an internal communicator today and are conversations I've had with [clients](#), peers and people in my network."

### [There is no "average conversion rate"](#)

By [Beate](#), b.bold, July 10, 2017

"A question that I get asked all the time, is "what is the average conversion rate on a non-profit website?". I can't count the number of times I've had this discussion. And my view is always the same; *there is no such thing!* I get it, the wish for a standard to compare your performance to that of others, I do. But what I've found is that such comparison is impossible, and more often that not hurtful rather than helpful. There are too many variables, it's almost always apples and oranges.

Like – what are we even calculating conversion rate of and from? You would need some pretty damn similar conditions to even make a number work. I'll get back to this point..”.

### [How to become a data driven charity](#)

By Emma Prest, DataKind UK & Lauren Bernard, NCVO, Jul 15, 2017

“Most of us agree that data is important in any organisation. We need to collect and analyse data to estimate the demand for our services,

understand who our users are, find out which services are working for which people, and much more. In fact, there are few areas of work where the smarter use of data doesn't make us more effective. And the future holds out even more opportunity - the ability to predict need and effectiveness, and to use data to design and innovate new services... But first you need to know where you stand at the moment, and how to move forward in a way that suits your organisation and its existing capabilities...”.



## VCSE Digital Vacancies (listed by Closing date)

**Aug 11<sup>th</sup>**

[Digital Content Officer](#)

[Web and Digital Marketing Officer](#)

Vegan Society

**Aug 16<sup>th</sup>**

[Marketing Officer](#)

CPAS

**Aug 18<sup>th</sup>**

[Marketing & Communications Specialist](#)

Midland Heart

**Aug 25<sup>th</sup>**

[Communications Officer](#)

One Walsall

**Aug 27<sup>th</sup>**

[Digital Media Officer](#)

UK Sepsis Trust

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