



HM Government
UK TRANSITION

EU TRANSITION – DATA PROTECTION PARTNERSHIP PACK

UK'S
NEW START
LET'S GET
GOING 

-  Check
-  Change
-  Go

Introduction

The UK has left the EU. UK businesses or organisations that receive personal data from the EU or EEA must now understand that they have limited time to prepare to ensure that data can continue to flow lawfully from 1 January 2021.

Personal data is any information that can be used to identify a living person. This type of information is regularly used in the daily running of most businesses and organisations, and can be anything from names and addresses, to payroll data.

Time is running out. Business and organisations must act now to make sure they're ready for 1 January 2021.

Our campaign aims to:

- Encourage UK businesses who receive personal data from the EU to prepare now for ahead of 1 January 2021 by visiting [GOV.UK/using-personal-data-2021](https://gov.uk/using-personal-data-2021) and signing up to the [ICO newsletter](#) for updates
- Signpost those businesses to relevant online guidance and business readiness tools so they can implement necessary changes.
- Increase understanding of the need to act and the implications of failing to do so.

How you can help

Collaboration with partner organisations played an important role in the Get Ready for Brexit campaign last year. We'd really appreciate your help again in sharing information with businesses in your sector, to encourage them to take action ahead of 1 January 2021.

There are **three key things** you can do to help:

1. Share our key messages on your website and in other communications, encouraging businesses to check the guidance and sign up to the ICO newsletter to keep up to date with the latest information
2. Use our creative assets (or make your own using our messaging) and suggested text on social media, websites, newsletters and blogs, linking to advice on GOV.UK, and amplifying relevant digital content published by UK Government accounts on your social media channels.
3. Help us to reach other businesses through your networks and channels. We can support you with opportunities like webinars and presentations and help provide expert speakers, and we're always open to new creative ways to reach our audiences.



Key Messages

- Time is running out to prepare for the end of transition. Make sure you have made changes to keep personal data flowing lawfully from **1 January**.
- With only weeks to go, the EU has yet to make a decision as to whether they accept that the UK's data protection regime is still adequate.
- Prepare now so that you can keep data flowing lawfully from **1 January**, whatever the EU decides.
- Visit [GOV.UK/using-personal-data-2021](https://gov.uk/using-personal-data-2021) and the [ICO website](#) for expert advice and practical support to help you put in place the right measures to prepare.

Digital Assets

A range of digital assets to help communicate actions UK businesses need to take are available [here](#). We suggest you always encourage users to click through to [GOV.UK](https://gov.uk), where they can view the latest information.



Social Posts

We have drafted some example social posts to accompany any creative assets you may want to use:

Time is running out to prepare for the end of transition. Make sure you have made the necessary changes to keep personal data flowing lawfully from 1 January. Find out more at:

gov.uk/using-personal-data-2021

Does your business receive personal data from the EU? If so, you must check if you need to take action so data can lawfully flow to your business from January 2021.

Time is running out. Find out more 🖱️

gov.uk/using-personal-data-2021

If you receive personal data from the EU for business use, you must check now if you need to take action before January 2021. Sign up to @ICOnews newsletter for the latest guidance and up-to-date information about data protection

https://ico.msgfocus.com/k/ico/ico_e_newsletter_sign_up_form

Blog and Newsletter Copy

If you would like to share our messaging in any longer form channels you may have, please feel free to use the below blog copy:

With only weeks to go, the EU has yet to make a decision as to whether they accept that the UK's data protection regime is still adequate. If your business or organisation receives personal data from the EU, there are steps you must take ahead of 1 January 2021 to ensure this data continues to flow lawfully, whatever the EU decides.

UK businesses that do not make the necessary changes put themselves at risk. Visit [GOV.UK](https://gov.uk) to check how you can prepare to lawfully receive personal data from January 2021.

Personal data is any information that can be used to identify a living person. This type of information is regularly used in the daily running of most businesses and organisations.

An example of a personal data transfer you may receive from an EU partner is if your company receives customer information from an EU company, such as names and addresses. Many companies also manage their HR data, such as staff working hours and payroll details via partners in the EU.

There may be additional steps you need to take to help your business or organisation prepare for January 2021. Check this today by visiting [GOV.UK/transition](https://gov.uk/transition)

Check the guidance. Make the changes. Time is running out.



Government Channels:

Department for Digital, Culture, Media and Sport - [@DCMS](#)

Information Commissioner's Office - [@ICOnews](#)

Thank you!

Thank you very much for supporting this campaign. We appreciate your help in informing UK businesses of the actions they will need to take.

