

QUICK GUIDE: GDPR AND DATA MANAGEMENT AT EVENTS

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Introduction

When organising events that require collection of an individual's personal details, it is vital that event organisers ensure they adhere to data compliance and security. This is particularly important following GDPR regulations which came into force in 2018. This guide illustrates examples of where regulations might apply to events, as well as guidance on how to implement best practice data management.

Applicable types of event

RNLI events where individuals have to register or purchase at ticket, and therefore need to provide personal data, fall into two categories:

- **Active events** – events where people participate in a physical activity such as a cycle, run, walk, tug of war, swim, dip, SUP, raft or kayak race.
- **Ticketed/registered events** – events where people buy or order a ticket or register in advance to enter, such as a charity ball or a quiz night.

Data collection methods

Online Registration

Whilst there are variants in the terms, declarations and questions required for the two event types, the requirement to ensure that **all** personal data collected is managed in compliance with the law, remains the same.

An online registration process is the best practice recommendation for all applicable RNLI events, to ensure that event organisers, as well as participants are **fully compliant** with data protection regulations.

There are many reasons why event organisers should use an online registration system to collect personal data for the purposes of an RNLI event and a range of additional benefits to help event organisers promote their event more easily. For more detailed information on these and how to request an online registration listing for an RNLI event, please refer to the [Quick guide to Online Registration and ticketing](#).

IMPORTANT: Event organisers **must** use the RNLI approved platform for online registration. This is to ensure due diligence has taken place in selecting the supplier as well as ensuring the correct terms, statements and contracts are in place. For any queries, please contact your RNLI manager in the first instance or contact the [Event Business Partners](#) for more information.

Manual Registration

Whilst online registration is the organisational preference, there are limited situations where a manual registration has to be used; the following guidance outlines the criteria for use of a manual process to ensure data is still processed in line with the RNLI Data Protection Policy.

IMPORTANT: a template form is available from the [Event Business Partners](#) which includes the correct terms and privacy statements as written by the legal and data protection teams. Please ensure this is used when implementing a manual registration. Contact the [Event Business Partners](#) for more information, they can also assist with helping you adapt the form so it is relevant to your event.

Top tips:

- Only data relating to the registration and management of the event must be collected.

- All personal data collected which is printed out, must be stored securely in a locked cabinet or drawer with limited named access only as required.
- If data is stored electronically, it should be password protected using a strong and long password. Access to the data should be restricted to those who need it to fulfil their role only.
- No personal data collected for the registration and management of an event outside an online platform can be used for any other purpose than for managing the event the participants have signed up to.
- You cannot store any personal data with the intention of contacting participants or attendees regarding other fundraising events.
- All personal data must be safely stored up to 12 months after the event **or** if there was an incident, then retain for up to three years from the event date. After that it should be destroyed (hard copy records should be passed through a crosscut shredder) or deleted and removed from deleted items for electronic items.
- If photographs are being taken at your event, please make sure you follow the RNLI Photos and video guidance:
 - *Clear notices must be displayed at the event to inform participants and visitors that photographs may be taken.*
 - *Only larger group shots can be used for publicity purposes.*
 - *Any individual shots must be approved by the person in the photograph by getting them to sign a release form.*



Individual shot example



Group shot example

Data on event day

Once you've downloaded the participant / guest list, put some simple steps in place to ensure data is kept safe on event day too:

- Only share data with individuals or teams that have a direct requirement to see the document e.g. your registration team, caterers or medical team.
- Consider how much they each need to see i.e. when you print your list for event registration there is no need to include people's addresses, only names, or dietary requirements. Only include information directly required for the successful running of the event (you can 'hide' or completely remove columns once your sheet is downloaded before printing).
- Do not leave hard copy lists unattended at events at any time.
- Once the registration lists are not in use, ensure they are out of sight, in a lockable box or locked in one of the event organisers cars at the event site.

Sending data

If you need to send registration/guest lists to other team members electronically, ensure you take the following steps:

- Encrypt the data sheet with a password and send the sheet and password in separate emails.
- **Only** post hard copy lists when you have a direct need to and ensure this is via the securest means reasonably possible i.e. 'signed for' or 'recorded delivery'.

Frequently Asked Questions

What is personal data?

- Any piece of information relating to an identified or identifiable individual.

- Names / addresses / phone numbers / pictures – photos and videos.
- The more information you hold the higher the risk.
- Names and surnames are lower risk – but still constitute a data breach if leaked to unauthorised people.

What is a data breach?

A data breach is a security violation, in which sensitive, protected or confidential data is copied, transmitted, viewed, stolen or used by an individual unauthorised to do so.

What are the implications of a data breach?

The RNLI have a legal duty to keep all personal data safe. Failure to do so could result in a large fine for the organisation. The RNLI is required to report all major breaches to the ICO within 72 hours of discovery so it is very important that breaches or suspected breaches are reported to the RNLI data protection team as soon as possible.

How do I report a data breach?

If you are aware of, or suspect a data breach, you must alert the data protection team as soon as possible:

- Download the RNLI's '[Personal Data Breach Notification Form](#)' from the Volunteer Zone and email it to data_protection@rnli.org.uk.
- If you cannot access the form then email the details of what data has been breached, how, when and where.

Does it cost money to use an online platform?

Yes, there are fees associated with using most online platforms. Eventbrite for example, charge a standard fee as well as a percentage of the value of the ticket (6.95% + £0.59/ €0.79 per sold ticket).

With Eventbrite you can opt to pass these fees onto the buyer, so they pay the fees on top of their ticket price, or you can absorb the fees so that a lump sum is taken from the total ticket sales before the platform pays the RNLI. We strongly advise passing the fees onto the buyer as in the vast majority of cases, buyers understand that there are fees associated with online ticket purchases, in the same way as purchasing a ticket for a concert or show.

Eventbrite fees examples: For a basic ticket costing €10, the additional fees of €1.70 would make the total cost of the ticket €11.70. Similarly, if you were charging £10 a ticket, the additional fees of £1.55 would raise the ticket cost to a total of £11.55. For an accurate forecast of the fees that would be charged for your tickets, please contact Events@rnli.org.uk.

Further Information

For more detailed information about data protection and security, go to the 'Policies and Guides' section on the Volunteer Zone for a host of resources in the [GDPR, Data and Information Security](#). If unsure whether your event requires a registration process, or how to implement one, contact the Event Business Partners Event_BP@rnli.org.uk.

General event planning documents

A range of event guidance documents and templates are available to help with event planning and these can now be accessed from the [Event Planning Resources page](#) on the [Volunteer Zone](#) on RNLI.org.uk. If you require further event guidance, get in touch with your RNLI manager to discuss the event in more detail, alternatively they may put you in contact with the relevant expert to assist you.

For fundraising branches, group or guilds who are planning a fundraising event; remember to provide details to your Designated Event Volunteer, so they can register the event online.

Do you require further resources for your event?

Branded event resources can be ordered via [MyStore](#) or alternatively please contact the RNLI Volunteer Experience Team at the details below and they will be able to advise you further. **Email:** volunteerexperience@rnli.org.uk | **Tel:** 0300 300 9995 (UK) or 01 511 9834 (outside UK).