

# CYPSP

Children & Young People's Strategic Partnership



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CYPSP Resources

## Children and Young People's Strategic Partnership

Agencies, children and young people, families and communities across Northern Ireland working together - to improve outcomes for children and young people through integrated planning and commissioning



# Communications Strategy

**(2019-2021)**

*“Improving knowledge and awareness of the CYPSP and its work”*

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## 1.0 Overview of CYPSP

The Children and Young People's Strategic Partnership (CYPSP) is a multi-agency strategic partnership, consisting of senior leaders of all key agencies across statutory, voluntary and community sectors that have responsibility for improving outcomes for all children and young people in NI.

The CYPSP has been developed and supported by the Health and Social Care Board (HSCB) to support the Children's Services Planning process.

CYPSP has published its third Children and Young People's Plan (2019-2021). The initial CYPSP plan covered the period 2011-2014. The second substantive plan covered the period 2014-2017 and was reviewed and extended annually to cover the period to March 2019.

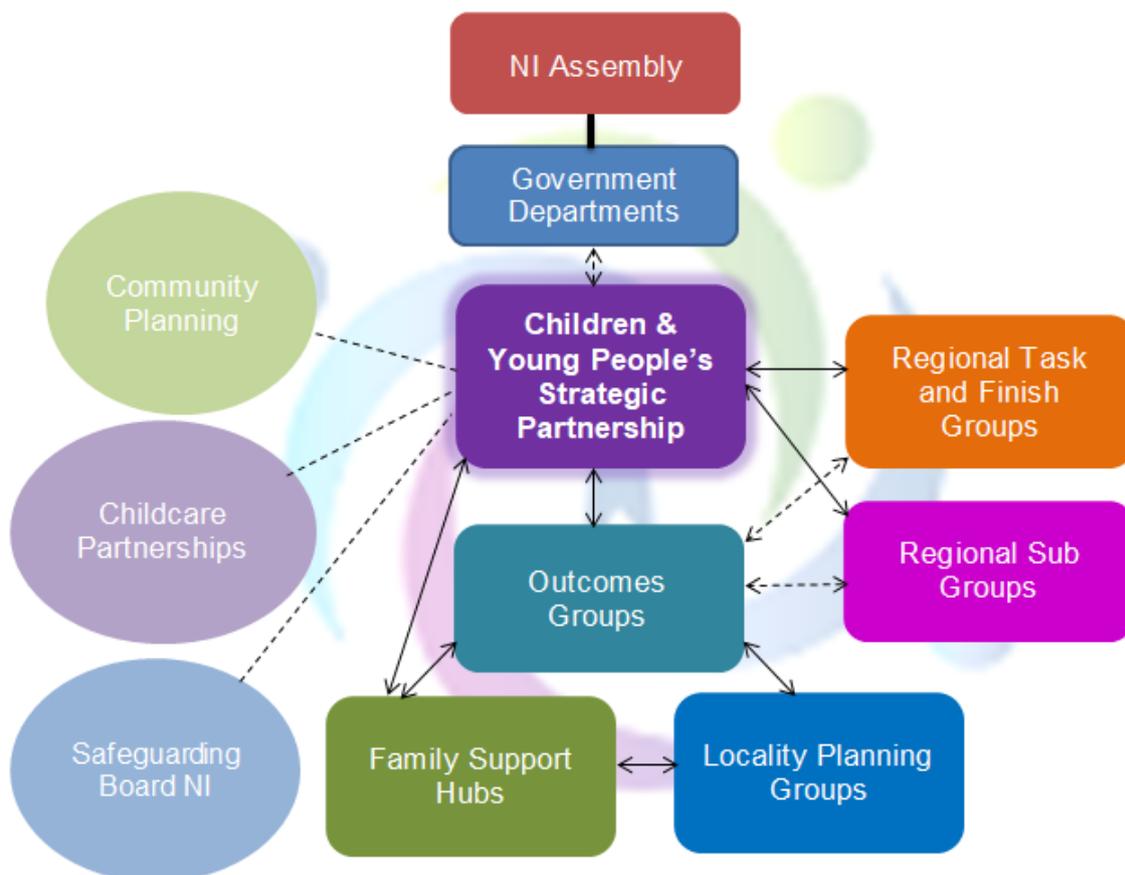
The overall purpose of the CYPSP is to lead integrated planning and commissioning of support and services, with a view to achieving the eight outcomes of wellbeing as set out in the Northern Ireland Children and Young People's Strategy (2019-2029) and in line with the Interim Programme for Government (2016-2021). The eight outcomes are:



The Partnership aims to:

- Ensure the participation and involvement of children, young people, families and communities in the integrated planning process and embedding Children's Rights in all CYPSP activity to ensure inclusivity, diversity and equality.
- Ensure an effective and efficient, fully mandated structure which is representative of all key stakeholders is in place to carry out the work of the partnership to support an integrated, multi-agency, information based planning process.
- Ensure that the CYPSP Children and Young People's Plan and supporting activities are focused on improving outcomes in relation to children in need.

## 2.0 Partnership Structure and Internal Communications



The CYPSP has been established to represent all key stakeholders who are responsible for:

- Mandating the work of the partnership within their own organisation and action plans;

- Engaging with their own organisation and beyond to ensure a change of culture to thinking and practice to encompass a Think Family model and outcomes approach;
- Approving the partnerships overall implementation plan including enactment of the information strategy and communications strategy;
- Disseminating information relating to the partnership internally and externally within their own organisation.

The **Children and Young People's Strategic Partnership** involves Senior Officers from community, voluntary and statutory organisations leading the process to improve children's lives.

**Regional Sub Groups** carry out integrated planning and commissioning for specific groups of children and young people at a particular disadvantage. These groups make links with ongoing groups and processes elsewhere which connect to the process of improving children's lives.

**Regional Task and Finish Groups** focussing on cross-cutting issues for vulnerable children and young people.

**Five Outcomes Groups** have been established, to cover the geographic areas of the five Health and Social Care Trusts. The role of the Outcomes Groups will be to be 'local keepers of the outcomes' providing a local focus for tracking of indicators relating to the high level outcomes of the Children and young people's strategy and contributing to outcomes based integrated planning for children and young people in the area.

**Locality Planning Groups** have also been set up through each Outcomes Group, focusing on need at local community level and community capacity. **Locality Planning Groups** are at a level of geography that makes sense locally. Locality Planning Groups are a partnership between children and young people, families, communities and representatives of agencies at a local level which will draw up a locality plan to address priorities identified through outcomes based planning, and to mobilise local resources from the statutory, voluntary and community sectors to address these priorities. Participation and co-production is core to locality work.

**Family Support Hubs** are multi-agency networks of organisations that either provide early intervention services or work with families who need early intervention services. Hubs ensure improved access to early intervention family support services by matching the needs of the referred family to the appropriate service provider.

The communications strategy will support the partnership to achieve these recommendations which will be reported back to CYPSP through a Communications Report to be shared at each meeting.

### **3.0 Communication Aims and Objectives**

The overall aim of this strategy is to support and communicate effectively the work of the Children's and Young People's Strategic Partnership.

The following are the key objectives of the communications strategy:

- To increase awareness and understanding of CYPSP and its work with internal and external stakeholders, communities, parents, children and young people.
- To demonstrate how CYPSP makes a difference to the lives of children and young people.

It will do this through:

- Continuous communications that will effectively generate a high level of awareness to both internal and external stakeholders to ensure that they are kept informed of relevant developments and initiatives of the Partnership.
- CYPSP partners will identify good news stories from individuals, groups or initiatives where CYPSP has made a real difference in children and young people's lives and pass these on to the CYPSP Information/Communications Team to promote these stories.
- Ensuring clear, consistent guidelines for effective communications at a regional and local level to fully support the Partnership's role of improving the wellbeing and realisation of rights of children and young people across Northern Ireland.
- Promoting the involvement of children and young people, parents; families; communities; agencies; departments of government and other partnerships.
- Supporting the Partnership by providing direction and guidance on key messages.

- Ensuring all partner organisations communicate effectively with each other and their stakeholders and have a system in place for highlighting all emerging issues at regional and local level.
- Exploring new and innovative ways, including website, social media, celebration events, e-zine, leaflets, posters and newsletters to effectively communicate CYPSP to the wider public.

#### **4.0 Communications Principles**

It will be the responsibility of all members of the Partnership and its planning groups to support the communications strategy adhering to the following agreed principles:

1. All communication should be reader friendly, jargon free following the CYPSP branding guidelines at Appendix 1;
2. Printed material should include a notice that alternative formats may be made available on request e.g. Braille, on disc, on audio cassette or in alternative languages for anyone not fluent in English;
3. All printed material will be produced to ensure that information is disseminated in an accessible, timely and efficient manner;
4. All communications will be cost effective, using value for money principles;
5. The most appropriate communications tools for each stakeholder group's needs and preferences will be determined with particular attention to the needs of children and young people;
6. Two way communications will be encouraged so that the views of all stakeholders are listened to and responded to;
7. CYPSP member organisations should share the CYPSP resources, social media posts and documentation as appropriate within and from their own organisations to promote the work of the CYPSP;
8. Underpinning all of the communications will be the need for targeted, timely, relevant, accessible and open and honest communications.

#### **5.0 Target Audiences**

It is important to outline CYPSP's internal and external audiences to ensure that the Partnership adopts the most appropriate communication channels to effectively deliver its key messages to each respective target audience.

Within the membership organisations there will be a need to target:

- CEO's or persons responsible for strategic development;
- Key personnel responsible for activities/services which directly impact on outcomes for children and young people;
- Other personnel whose work impacts on children and young people but who are unaware of the link.

This stakeholder list is a very broad list which may be further broken down.

### **Internal Audiences:**

- CYPSP Partner Agencies/Organisations and;
- Outcomes Group members
- Locality Planning Group members
- Sure Starts
- Government Departments
- Society of Local Authority Chief Executives (SOLACE -Local Government)
- Education Authority
- Individual Chief Executive Officers (CEOs) of CYPSP Partner Agencies/Organisations and/or persons responsible for strategic development;
- Key personnel responsible for activities/services which directly impact on outcomes for children and young people within CYPSP Partner agencies/organisations;
- Other CYPSP Partner agencies/organisations' personnel whose work impacts indirectly or through their contact with them on children and young people.

### **External Audiences:**

- Children, young people, parents, carers and families
- Government Ministers and Special Advisors
- Government Departments
- Policy Advisors
- Members of Local Assembly (MLAs) (Inc. All Party Working Group on Children and Young People)
- Local Councillors
- Regulation and Quality Improvement Authority Agency (RQIA)
- Patient Client Council (PCC)
- Social Care Institution of Excellence (SCIE)
- Education Bodies/Universities
- Professional Bodies
- Northern Ireland Local Government Association
- Media (in particular NI health and education media who

normally report on children and young people stories)

- General Public
- Cooperation and Working Together (CAWT)
- Primary Care Practitioners

## **6.0 CYPSP Key Messages**

A number of key messages have been developed to help inform all communications on behalf of CYPSP.

Key messages include;

1. The CYPSP is a multi-agency partnership made up of leadership from community, voluntary and statutory sector organisations working together to improve children and young people's lives in Northern Ireland;
2. The CYPSP will contribute towards improving the eight high level outcomes outlined in the ten year children and young people's strategy (2019-2029);
3. Children, young people, parents and carers are active participants in the CYPSP process. Listening to them and co-production is the key to understanding what works well and is central to setting the CYPSP priorities in order to improve outcomes for all children and young people in Northern Ireland;
4. The CYPSP has adopted an early intervention approach to improve outcomes for children and young people by ensuring support is provided at the right time and as early as possible.
5. The CYPSP endorses the "Whole Child" model which establishes a common way of understanding how society impacts upon children and how children impact upon society. The CYPSP will deploy the most effective and efficient manner that supports the holistic view of childhood.

## **7.0 Communication Processes**

A range of communication tools will be utilised internally and externally to effectively reach all stakeholders and the wider public who will have interest in the work of the partnership. These tools will include;

- CYPSP Annual Report
- Media releases (newspaper articles, television and radio)

- Central Social media platforms –Twitter/Facebook
- E-zine
- Family Support Hubs Newsletter
- LPG Ezine/Newsletter
- Report Cards
- Standard CYPSP Reporting Templates LPGs
- Meetings
- Workshops
- Consultations
- Photography
- Journalist briefings
- Events
- Email
- Surveys
- Design and print publications
- Promotional materials (leaflets, plans, monitoring reports)
- Inclusion in Partners communications channels (Eg; e-zines, newsletters, websites, Intranets)

Standard CYPSP communication templates for locality planning are contained in the Locality Planning Group Toolkit.

## **8.0 Costs**

Costs/budget will be determined based on; organising events, meetings, design and print of promotional material and advertising, photography. Partner agencies should share resources where possible and practical in relation to venues and hospitality.

## **9.0 Implementation**

An Implementation plan based on agreed communication processes will be developed and reviewed annually. Communication reports will be provided at each Partnership meeting.

## **10.0 Evaluation**

Regular evaluation and monitoring of the Partnership's work will help determine its success. The Information/Communication Team will establish a process to evaluate all aspects of communications.

Evaluations will be conducted under the following areas:

- Communication processes;
- Positive/balanced media coverage;
- Website traffic reports;
- Social media activity;
- Measure investment in promotional materials and how they have been used;
- E-zine statistics (number of openings, link tracking, number of unsubscribes)
- Surveys (in person and online)

## Appendix 1

# CYPSP Brand guidelines

## Introduction

This guidance has been developed for the Children and Young People's Strategic Partnership (CYPSP) members to help ensure consistency in the use of the CYPSP brand when promoting the partnerships work and events. This document should inform users of how to effectively use the CYPSP branding in their work.

It is important for the CYPSP to have a clear identity which is used consistently to help the public recognise and identify with this Partnership and the agencies represented on the Children and Young People's Strategic Partnership

Underpinning all of the communications will be the need for targeted, timely, relevant, accessible and open and honest communications.

## Why is the CYPSP identity important to us?

Children and young people are at the centre of what we do therefore it is important that the CYPSP represent children and young people and their rights across the partnership. The CYPSP want our branding to communicate the purpose and work of the CYPSP.

## Current use of CYPSP brand

The CYPSP currently has the following branding in place accessible via the CSP Information / Communication Team. Email: [cypsp@hscni.net](mailto:cypsp@hscni.net)

- CYPSP Logo
- CYPSP Website
- CYPSP Twitter
- CYPSP Facebook
- CYPSP PowerPoint presentation template
- CYPSP children and young people images
- CYPSP pop up stand
- Stationery – pens (with logo)

## Do's and don'ts of using the CYPSP brand

## What you should do:-

### Naming the CYPSP

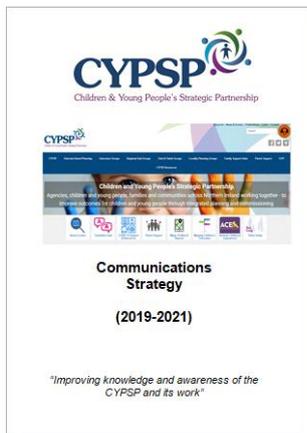
The name is a crucial part of the partnerships identity. It is therefore important that the name of the CYPSP is comprehensible and clear.

The CYPSP should only be given the following titles;

- Children and Young People's Strategic Partnership
- CYPSP
- CYPSP Northern Ireland

The CYPSP logo is the clearest representation of our brand. The CYPSP is not an organisation in its own right, but a partnership of agencies and it was agreed to keep the branding simple, as numerous logos could confuse the public. Therefore the **CYPSP logo should be the only logo used in relation to any materials produced for or on behalf of the CYPSP and its groups.**

### Position of the CYPSP logo



The CYPSP logo should be positioned at the top and centred for all title pages of documents



The CYPSP logo should be positioned at the top right hand corner of the page

### Style and size of text

All text in documents should be formatted to Arial size 14 with the exception of tables and graphs.

## **What not to do:-**

- Do not use alternative colours to print the CYPSP logo, strap line or text
- Do not change the typefaces of either element
- Do not create shapes or add lines around the elements
- Do not redraw the logo
- Do not recreate the CYPSP PowerPoint presentation templates
- Do not use your own images of children and young people to represent the CYPSP without approval from CYPSP Information Manager to ensure copyright and permissions
- Do not use branding in any way which compromises the reputation of the CYPSP (either directly or indirectly by association)

## **When to use the CYPSP branding?**

As a member of the CYPSP, you can only use the CYPSP branding to represent your role on the partnership. Branding can only be used on the following items;

- Emails
- Presentations, leaflets, invitations, posters and brochures containing solely information about the CYPSP and its groups
- Websites and Social Media

## **Photography**

Photography is a vital and engaging way of expressing our brand. It should be positive, dignified and diverse, capturing real life, a mix of ages and a balanced ethnic mix.

Written consent must be granted by an appropriate adult for the use of photography on the Partnership materials including web, social media, e-zines, leaflets etc

## **Checklist**

- Is the CYPSP logo in the correct position?
- Are the colours chosen from the CYPSP colour palette?
- Are you using the approved PowerPoint template?
- Are the typefaces in Arial size 14?
- Are you using the approved children and young people images?

## **Where can you get the CYPSP branding from?**

The CYPSP branding is available through the CSP Information / Communication Team **Email:** [cypsp@hscni.net](mailto:cypsp@hscni.net)

## Appendix 2

# CYPSP Electronic Publications

## E-zine

The CYPSP e-zine will be issued bi-monthly to all stakeholders who have signed up to the CYPSP's mailing list. Stakeholders will include internal members of the CYPSP and the external audience. The e-zine will keep readers informed about the progress of the Partnership. The e-zine mailing list will be reviewed regularly and subscriptions will be managed in accordance with the Data Protection Act and GDPR.

- **Submitting information:** An email will be issued to stakeholders requesting information for the CYPSP e-zine which should be sent back to the CYPSP Planning Support Officer by date specified. Submissions can also be accepted via [cypsp@hscni.net](mailto:cypsp@hscni.net) .
- **Collating information for e-zine:** The CYPSP Planning Support Officer with support from the CSP Information Team will collate and edit each bi-monthly e-zine based on the information content submitted which will also be added to the CYPSP website and Social Media.

## Appendix 3

### **CYPSP Media Management**

Any media interest, broadcast interview bids or queries relating to CYPSP either regionally or locally should be forwarded directly to the Children's Services Planning Professional Advisor who will liaise with an appropriate HSCB communications officer to co-ordinate appropriate response and/or approval.

## Appendix 4

# CYPSP Social Media Protocol

## Social media objectives

Social media can be used to support and communicate effectively the work of the Children's and Young People's Strategic Partnership.

The objectives of using social media include:

- Direct engagement with target audiences;
- Building trust and understanding of the CYPSP's work;
- Peer-to-peer sharing of key messages;
- Monitoring conversations and comments about the work of CYPSP and relevant issues.

## Target audiences

Social media can be used to target CYPSP's internal and external audiences. However, it is important that social media is used as part of a range of communications activities.

## Content and messaging

**Social media will be used to communicate CYPSP's key messages, events and achievements to each of the target audiences as defined in the CYPSP's communications strategy.**

Messages, notifications, and alerts sent through social networks need to be relevant, timely, and well-written to be effective. Users are increasingly overwhelmed by the amount of information they receive on a regular basis, so messages sent through these channels must be well-designed in order to grab users' attention.

It is also important to ensure a balance between spreading CYPSP's messages and overloading followers with too many messages.

Social media posts should be more casual than other forms of communication. However, to ensure web accessibility text-speak and jargon should be avoided.

## Moderation

Successful use of social media features careful moderation to manage both risks and opportunities. Moderation ensures that the user experience is positive. In addition to individual site terms and conditions house rules (see below) have been

developed to detail the type of content which is unacceptable and may be removed through moderation.

Each social media account must include a disclaimer notice clearly stating: This page is not monitored 24/7 (including evenings, weekends and public holidays). We accept no responsibility for lack of service due to Twitter/Facebook downtime.

Facebook and Twitter do not allow comments to be moderated before posting. Therefore, they must be reviewed as soon as possible during business hours.

Complaints received about an individual service or person should be referred to the relevant organisation for further action in accordance with that organisation's complaints policy.

Retweets - Tweets we repeat (RT) do not imply endorsement on the part of the CYPSP. We may retweet news, links and personal observations we believe are relevant to the work we do.

Following - The CYPSP's decision to follow a particular Twitter user does not imply endorsement of any kind. We follow accounts on Twitter we believe are relevant to our work.

## **Roles and responsibilities**

Social media access will be managed by the CYPSP Information Manager who will be responsible for monitoring and moderating the accounts during normal officer hours.

All @replies and direct messages will be responded to when appropriate.

Queries and other requests for information should be referred to the relevant organisation for response. Multi-agency responses should be agreed in the same manner as media queries. Queries should be responded to quickly to increase engagement and trust in the channels and to ensure positive user experience.

If you would like messages relating to the CYPSP and its member organisations sent out via the CYPSP twitter account please mark for the attention of the CYPSP Information Manager to [cypsp@hscni.net](mailto:cypsp@hscni.net)

## **Social media monitoring**

While social media is a useful tool for direct engagement it can also provide a valuable resource for listening to what people have to say about CYPSP.

Social media monitoring should be carried out regularly to help keep on top of relevant issues being discussed and to gain forewarning of potential queries or misinformation that will need to be addressed.

## **Costs**

Twitter and Facebook will be used as the two main social media channels. Currently both of these channels are free to use.

## **Implementation**

The CYPSP Information Manager will manage the implementation and security required for both Twitter and Facebook and relevant permissions for editors.

## **Evaluation**

Regular evaluation and monitoring of the Partnership's work will help determine its success. The CYPSP Information Manager will establish a process to evaluate social media activity. Evaluation will be conducted under the following areas:

- Level of online engagement (reach, number of people talking about CYPSP)
- Qualitative analysis of comments posted
- Number of queries received
- Number of page views
- Website traffic reports
- Improved understanding and knowledge of the Partnership and its work
- Improved access to services; increased up take of services; positive feedback from children and families
- Enhanced cross directorate/cross department/cross agency working

## **Social Media House rules**

This statement discloses the types of content that we will remove from our social media channels and the grounds for which we will ban a user from accessing them.

Users should also make themselves aware of each site's own terms and conditions.

We reserve the right to remove comments, without notification, including those which:

- are irrelevant or off-topic
- bully, harass or intimidate any individual or organisation

- are unlawful, libellous, defamatory, abusive, threatening, harmful, obscene, profane, sexually oriented or racially offensive
- disclose any information about a specific individual and therefore violate the Data Protection Act
- infringe or violate someone else's rights
- break the law
- discuss ongoing legal proceedings
- are spam
- advertise products or services
- are disruptive
- are repetitive

We will also remove or ban any user who;

- continues to post comments such as those listed above;
- uses offensive images as their profile picture;
- has an offensive user name.

These lists are not exhaustive and will be updated as necessary.

## **Glossary**

Moderation is the process of reviewing comments and content created by readers or users. Moderation should occur under an established comments policy.

Social media is an online tool or application that goes beyond simply providing information, instead allowing collaboration, interaction, and sharing.

Facebook is an online social networking site that enables people to connect with other users, join common interest groups or follow groups, businesses and other organisations for regular updates.

Twitter is an online social networking and micro-blogging service that enables its users to send and read text-based messages of up to 140 characters, known as tweets.

## Appendix 5

### **CYPSP Website Policy**

A website for the CYPSP Partnership has been established at [www.cypsp.hscni.net](http://www.cypsp.hscni.net)

The CYPSP Information Manager will manage the implementation and security required for the CYPSP website and relevant permissions for editors. An ongoing audit of content will be run every quarter to ensure the website is kept up to date and to check content, links, navigation and performance.

A web team has been established to ensure continuity of service, accuracy, timeliness of posts and workload sharing which will be overseen by the CYPSP Information Manager.

#### **CYPSP Website Principles:-**

- **Simplicity** - Clean and fresh design of the website will be reviewed regularly to ensure the CYPSP website is appealing and user friendly to navigate from one page to another seamlessly.
- **Consistency** – The site will have matched design elements throughout each of the pages based on the agreed CYPSP branding. Fonts, sizes, headings, sub-headings, and button styles will be the same throughout the website.
- **Typography & Readability** – The CYPSP Website typography will be visually appealing and readable for visitors, along with use of keywords, meta-data, and other Search Engine Optimisation sensitive elements to ensure high search rankings.
- **Mobile Compatibility** – Keep up to date with ever-growing usage of smartphones, tablets, and mobile devices and ensure the website is compatible and effective for various screens with the desktop design being a responsive and adaptive one for all screen sizes.
- **Colour Palette and Imagery** – The CYPSP website will be easily recognisable and enhance users' experience by ensuring the consistent use of the applied theme colour palette which has been developed on the agreed CYPSP branding and Imagery.
- **Easy Loading** - The CYPSP website will optimise image sizes, combing code into a central CSS and/or JavaScript files to reduce HTTP requests for enhanced loading speed.
- **Easy Navigation** – The CYPSP website has been developed on the “three-click-rule” so that visitors can get to the required information within three clicks.

- **Communication** – The CYPSP website will be kept up to date and informative on a daily basis providing concise and eye catching news and events, resources and information to end users to encourage returning visitors.
- **Co-Production** – New resources being developed for the CYPSP website should be co-produced, tested and reviewed with end users to ensure ease of use and optimum content.
- **Website Availability** – Work closely with BSO ITS to ensure server availability is kept to a maximum and any downtime is kept to a minimum with prompt notification to end users.

Requests for content to be published on the website should be sent for the attention of the CYPSP Information / Communication Team to: [cypsp@hscni.net](mailto:cypsp@hscni.net) .

## **Appendix 6**

# **CYPSP Website Privacy Policy**

Children & Young People's Strategic Partnership (CYPSP) respect the security and privacy concerns of users of this and all its websites.

**By using the website you agree to the terms of this privacy policy.**

## **What personal data we collect and why we collect it**

As a general rule, no personal information (i.e. name, address, telephone number, e-mail address) is automatically collected from users of this website. However, there may be circumstances in which users voluntarily supply such information and in this event, any such information will be kept secure and confidential and will be used only for those purposes made known to users at the time the information is collected, or for the purposes specified in this Privacy Policy.

## **Cookies**

This website uses Google Analytics cookies to allow us to see how the site is used, this helps us improve the content and user experience. No personal information is collected that could be used to identify you. You are not obliged to accept a cookie and you may modify your browser so that it will not accept cookies and you may delete any cookies stored on your computer. For advice about how to control cookies go to <http://www.aboutcookies.org>

## **Embedded content from other websites**

Articles on this site may include embedded content (e.g. videos, images, articles, etc.). Embedded content from other websites behaves in the exact same way as if the visitor has visited the other website.

These websites may collect data about you, use cookies, embed additional third-party tracking, and monitor your interaction with that embedded content, including tracing your interaction with the embedded content if you have an account and are logged in to that website.

## **Content**

The information given on this site is believed to be correct. The suppliers of the information and CYPSP (the Publisher) have taken every reasonable care in the

preparation of the content, but cannot accept liability for any errors or omissions therein.

Throughout this site, the Publisher has provided external links to other sites, but cannot accept responsibility for their content or guarantee their availability. These links are provided to improve public access to information and exist only for the convenience of those who use this website.

For further information on our Communications Activity Policy click [here](#).

## Appendix 7

# **CYPSP Privacy Notice – Communications**

Data Controller Name: Children and Young People's Strategic Partnership  
Health and Social Care Board  
12-22 Linenhall Street  
Belfast  
Email: [cypsp@hscni.net](mailto:cypsp@hscni.net)

Why are you processing my personal information?

### **1. State the purpose of processing:**

*We need your personal information to allow us to send you information about the role and work of the Children and Young People's Strategic Partnership and Family Support Hubs.*

### **2. Outline the lawful basis for processing i.e. consent; contract; legal obligation; vital interests; public task or legitimate interests.**

*We have identified the lawful basis for processing your personal information as consent and as such the CYPSP will require your written consent in order to receive information from us. Confirmation of consent being given will be held on our system. We will ask you to complete a form giving your consent.*

*You have the right to ask us to delete your contact details from our records at any time and you can do so by contacting us by email at [cypsp@hscni.net](mailto:cypsp@hscni.net) or by phoning the Health and Social Care Board at 028 95 363168.*

### **3. Do you share my personal data with anyone else?**

*The CYPSP will not routinely share your personal data with any other organisations. We may however have to share your personal data with the Information Commissioner's Office (ICO) if you complain to them about how we have handled your information.*

### **4. Do you transfer my personal data to other countries?**

*The CYPSP does not transfer personal information overseas.*

### **5. How long do you keep my personal data?**

*We will retain your data in line with our Retention and Disposal Schedule which states: We will review your consent agreement after 5 years.*

## **6. What rights do I have?**

*You have the right to object to the processing in specific circumstances.*

In addition:

- You have the right to obtain confirmation that your data is being processed and access to your personal data.
- You are entitled to have personal data rectified if it is inaccurate or incomplete.
- You have a right to have personal data erased and to prevent processing in specific circumstances.
- You have the right to 'block' or suppress processing of personal data in specific circumstances.
- You have the right to data portability in specific circumstances.
- You have rights in relation to automated decision making and profiling.

## **7. How do I exercise my rights or complain if I am not happy?**

*You can find out more information about your rights on the Information Commissioner's Office website or you can contact them at the address provided below.*

*If you wish to exercise any of your rights or if you are unhappy with any aspect of this privacy notice please contact the CYPSP Information Manager: Email [cypsp@hscni.net](mailto:cypsp@hscni.net)*

*If you are still not happy, you have the right to lodge a complaint with the Information Commissioner's Office (ICO):*

Information Commissioner's Office  
Wycliffe House  
Water Lane  
Wilmslow  
Cheshire  
SK9 5AF  
Tel: 0303 123 1113

E-Mail: [casework@ico.org.uk](mailto:casework@ico.org.uk) <https://ico.org.uk/global/contact-us/>

## Appendix 8

### **CONSENT FORM FOR CONTACT INFORMATION FOR USE IN COMMUNICATIONS ACTIVITY BY CYPSP**

As you may be aware new Data Protection Regulations came into effect on 25 May 2018. This means we must now have your written consent to hold your personal information within our records in order to provide you with information on the role and work of the Children and Young People's Strategic Partnership (CYPSP) , Outcomes Groups, Locality Planning Groups and Family Support Hubs (FSH).

Please confirm that you consent to the CYPSP holding your email address for each of the purposes identified below by ticking the appropriate box(es) and e-mailing your response by return to [cypsp@hscni.net](mailto:cypsp@hscni.net)

Information	I consent to my email address being held by CYPSP(HSCB)	
	Yes	No
CYPSP/FSH/LPG Ezine/Publications/Newsletter	<input type="checkbox"/>	<input type="checkbox"/>
CYPSP/FSH/LPG Events/Meetings/Information	<input type="checkbox"/>	<input type="checkbox"/>
CYPSP/FSH/LPG Media issues	<input type="checkbox"/>	<input type="checkbox"/>
CYPSP/FSH/LPG Consultations/Surveys	<input type="checkbox"/>	<input type="checkbox"/>

If a written consent form is not received your contact information will be deleted from our records. We hope that you will want to keep in touch with us and will return this consent form.

You can view the CYPSP's Privacy Notice for communications activity by clicking here <http://www.cypsp.hscni.net/wp-content/uploads/2018/04/CYPSP-Privacy-Notice.pdf> If you have any other questions or queries please do not hesitate to get in touch at [cypsp@hscni.net](mailto:cypsp@hscni.net).

We are required to ask members consent for each of the CYPSP membership / subscription lists we hold details on. **CYPSP Information Manager**