

How to make your forms and surveys GDPR compliant

When you collect data from someone, UK GDPR states that you must tell them what you're going to do with it. You must also keep the data secure, and only do what you've told them you're going to do with the data. You must not use the data for other purposes once you have it.

If you are collecting personal data in writing or online (such as forms, surveys or petitions), doing the following will ensure that you meet the standards set by UK GDPR:

Action	Examples
Decide at the outset what data you are going to collect and decide what you are going to do with it. Say that on the form.	<ul style="list-style-type: none">• "UNISON will submit this petition to your local MP".• "UNISON will use this data to update your details on our database".• "UNISON will use these details to contact you about our AGM".
Decide if you are going to share the data. Say that on the form.	<ul style="list-style-type: none">• "UNISON will share this information with your employer".• "UNISON will not share this data".• "UNISON will share your response but not your contact details".
Decide how long you will keep the data. Say that on the form.	<ul style="list-style-type: none">• "UNISON will keep this data for a year. Then it will be securely destroyed".• "UNISON will keep this data until after the AGM. Then it will be securely destroyed."• "UNISON will keep this data until the dispute is settled. Then it will be securely destroyed".
Only ask for the information you need and not anything else.	If you are going to email people, do not ask for their telephone number as well.
Make it clear that it is UNISON collecting the data.	Put "UNISON" or the branch logo somewhere on your form.

In order to further ensure that recipients of any form or survey know what their rights are, and have a general understanding of how UNISON uses their data, you must make sure to always include a link to the UNISON privacy policy (<https://www.unison.org.uk/privacy-policy/>). You should do this even with paper forms and surveys, so that recipients can look it up if they wish to do so.

UNISON provides some additional help with running digital surveys, including the use of secure platforms. We recommend the use of Alchemer or MS Forms, as UNISON has necessary agreements in place with these platforms to keep our members' data as safe and secure as possible.

If you need any help making your forms compliant, or would like us to check a form before you use it, please send to dataprotection@unison.co.uk.