

Helping 64,000 people use the Web for their work

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FreePint is an online network of information searchers. Members receive this free newsletter twice a month: it is packed with tips on finding quality and reliable business information on the Internet.

Joining is free at <<http://www.freepint.com/>> and provides access to a substantial archive of articles, reviews, jobs & events, with answers to research questions and networking at the FreePint Bar.

Please circulate this newsletter which is best read when printed out. To receive a fully formatted version as an attachment or a brief notification when it's online, visit <<http://www.freepint.com/member>>.

EDITORIAL

FreePint has more than 60,000 members in 200 countries, but a question we are often asked is just who are FreePint people? Job titles of our members include information professionals, web producers, knowledge managers, intranet managers and content managers. As we continue to grow, it's hard for readers, advertisers and authors to envisage the typical FreePint reader. Perhaps you see FreePint as an amorphous mass of people? How do we continually develop while ensuring that we serve the needs of a community that has grown to be so vast? Naturally, we have demographics, but dry statistics don't always give the whole picture, so we have been using 'personas'. Personas are hypothetical archetypes for actual users and the way they behave. This technique is used by Web professionals to help guide decisions about product features, navigation or visual design. The BBC used personas when it tackled the re-design of its extensive Web site. Today we publish the FreePint personas - a small sample of typical (but fictional) FreePint people. Take a look at <<http://www.freepint.com/personas.htm>>.

The most important international event in the information industry's calendar - Online Information 2003 - takes place in a couple of weeks time and we will be launching our exciting new subscription publication VIP <<http://www.FreePintVIP.com/>>. We have a very special and memorable theme to our stand this year, so come and see us at stand 292 and pick up some newly designed FreePint coasters. We even have a competition to win an advertising account.

FreePint, like any company publishing on the Internet, must always be aware of country-specific cultural references or jargon that may leave international readers puzzled. In today's issue we look at the wider issue of political and emotional culture shock between countries with an interesting article on 'Reverse Culture Shock'. In essence, this is the challenge of returning home after a period working abroad. It is interesting reading for anyone who has worked abroad or is thinking of doing so.

Any records managers out there who fancy working in the UK would be most welcome, according to a recruitment consultant I was chatting to at an information conference last week. Apparently, UK universities only turn out about 60 qualified records managers a year. Companies are suffering from an acute shortage of people trained in data security techniques, records policies and procedures, document management and workflow systems. They are especially concerned as they gear up for the Freedom of Information Act in 2005. Freedom of Information and its implications for public sector organisations is the subject of an article by Martin White in the first issue of VIP. FreePint Reports giving practical advice on legal topics always prove popular, and this week we publish an article by Paul Pedley, entitled 'Data Protection for Websites and Intranets'. Paul gives accessible tips and advice, as well as a useful taster to his full report, which we also publish today. The detailed report is available to purchase online at <<http://www.freepint.com/shop/report/>>.

That's all for today. It's great to be FreePint's new Editor and I look forward to a rewarding and varied time ahead. Remember we always want to know what you like or dislike about FreePint.

Annabel Colley Editor, FreePint
<annabel.colley@freepint.com>

NB: Today's editorial is by Annabel Colley. William Hann continues as Managing Editor. Annabel has joined FreePint from the BBC - read about her previous career at <<http://www.FreePintVIP.com/people.html>>.

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FREEPINT JOBS

<<http://www.freepint.com/jobs>>

This week's selected listings are below. All new jobs are posted to the Bar and Bar Digest (circulation 12,000+) and matched against the 1000+ live job seeker profiles. This week's Bar 'new jobs' listing is at
<<http://www.freepint.com/go/b26091>>.

Here are some of the latest featured jobs:

Information service team member

<<http://www.freepint.com/go/j2782>>
An enthusiastic and energetic person with lots of initiative to be part of a friendly team of five from January 2004.
Recruiter: Law Firm

Head of Information & Research (Start-Up)

<<http://www.freepint.com/go/j2785>>
Start-Up information manager required for investment bank to set up, develop and recruit for new Information Service. V. high neg. salary.
Recruiter: Glen Recruitment

Source Co-ordinator - Information and Knowledge Systems

<<http://www.freepint.com/go/j2803>>
Responsibility for developing, promoting and monitoring electronic information services.
Recruiter: Healthlink Worldwide

Records Management Specialist

<<http://www.freepint.com/go/j2805>>
Could you enhance the management of scientific information?
Recruiter: Syngenta

Junior Information Officer

<<http://www.freepint.com/go/j2808>>
1yr Junior Info Officer role at top law firm, chance to do both research and know-how work, good pay.
Recruiter: Sue Hill Recruitment

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<<http://www.marketresearch.com/redirect.asp?progid=2893>>

Data Protection for Websites and Intranets

ISBN 1-904769-02-0

This report provides an introduction to data protection issues as they relate to websites, intranets and the online world. It draws attention to areas of particular concern to website & intranet managers such as: the use of cookies; entries in online directories; monitoring employees' email and internet access; use of email for direct marketing.

<<http://www.freepint.com/shop/report/>>

Online Information Exhibition FREE pre-registration ends 28 Nov

<http://www.online-information.co.uk/ol03/tickets.html?em-2011-1>
>>Incorporates NEW co-located event - Content Management Europe<<

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Launching in December: VIP

Looking at information products and information people. <<http://www.FreePintVIP.com>>

New White Paper from Factiva

Do you need to manage and organise large volumes of data? Are users within your organization finding precisely the information they need? Factiva's Taxonomy White Paper examines the value brought to our news and business information service, to clients who license the taxonomy as a fundamental component of their own Enterprise Information Architecture. Download the White Paper at
<<http://www.factiva.com/redirects/whitepaper/register/freepint>>

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MY FAVOURITE TIPPLES by Penny Leidtke



Penny Leidtke is the principal of On-Target Information Services, a U.S.-based information research and retrieval firm that addresses the information needs of the corporate, financial, and legal communities.

Tell us about your favourite Web sites. Check out the guidelines at <http://www.freepint.com/author.htm>, then email penny@freepint.com.

- <http://www.loc.gov/rr/international/portals.html> - Portals to the World from the U.S. Library of Congress provides selected links to worldwide electronic resources covering media, laws, government, culture, business, associations, statistics, etc.
- <http://www.martindalecenter.com/Calculators.html> - Martindale's Calculators On-Line Center consisting of over 17,000 calculators for just about anything you might need at work, home, or play.
- <http://www.eurunion.org/index.htm> - The European Union in the U.S. site includes an A to Z index of European Union websites plus basic information on law, policy overviews, and member countries.
- <http://www.scirus.com> - A science-specific search engine from Elsevier Science that searches web pages, journal sources, and non-text files, eliminating the extraneous results you might get from standard search engines.
- <http://www.deadoraliveinfo.com/dead.nsf> - Almost everyone has, at one time or another, watched TV or a movie and wondered if the person on the screen was still alive. This site answers that question and provides links to other similar sites.
- <http://gardenwatchdog.com> - This site covers more than 3,000 gardening vendors selling everything gardening-related - from attire to plants to tools. Consumer ratings are currently available for over 1,300 of those listed so you can get an idea how reliable a given company has been.

EVENTS

United Kingdom

"Building Virtual Communities" - impact on organisations, how they are constructed, the costs and benefits. 26th November, Suffolk
<<http://www.freepint.com/go/e263>>.

"CiG Christmas Party 2003" - held at BABBLE in Mayfair, London with music, dancing, cocktails and fine wines. 1st December
<<http://www.freepint.com/go/e258>>.

"Online Information 2003" - "attracting over 11,000 visitors and 300 exhibitors". 2nd - 4th December, London
<<http://www.freepint.com/go/e180>>.

"Content Management Europe 2003" - an exhibition within Online Information 2003 showcasing the leading providers of web content management and enterprise content management solutions
<<http://www.freepint.com/go/e195>> 2nd - 4th December.

"AIIP Presidents Breakfast at Online Information UK" - presentation by Mary Ellen Bates and a chance to network. 2nd December
<<http://www.freepint.com/go/e234>>.

New Zealand

"Intranet Site Visits - take a look at different organisations' intranets and put your questions to the people that run them. 1st - 2nd December
<<http://www.freepint.com/go/e259>>.

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There seems to have been a predominance of two types of people at the Bar in the last couple of weeks: information professionals and webmasters.

There's been a great thread about organisations supporting independent information professionals: the good and the not so good. Well worth a read at <http://www.freepint.com/go/b26523>.

Can you help with details of the major journal management databases <http://www.freepint.com/go/b26516>? How about somewhere to publish a companies market research online to generate sales <http://www.freepint.com/go/b26531>?

Over to webmasters and it's great to welcome so many new readers from the excellent SearchDay <http://www.freepint.com/go/b26598>.

Webmasters are often concerned with search engine promotion. Do you know if roll-over links hinder spidering <http://www.freepint.com/go/b26642>? Any news on what's happening with Google's new index <http://www.freepint.com/go/b26641>? What about country-specific Google sites? Are there any demographics of usage? <http://www.freepint.com/go/b26637>. Can you help people trying to use their computers to create documents in Cyrillic <http://www.freepint.com/go/b26398> and Ancient Greek <http://www.freepint.com/go/b26645>.

Finally, a couple of Bar admin notes of interest:

Although press releases aren't allowed at the Bar, we do encourage information-related organisations to post them at the VIP Wire <http://www.FreePintVIP.com>. You can receive the Bar Digest in HTML format by changing your subscription at <http://web.freepint.com>. And of course, don't forget to help out at the Student Bar -- one FreePinter has quite rightly been encouraging us all to do so <http://www.freepint.com/go/b26525>.

Thanks to everyone for making the Bar such an interesting and valuable resource.

William Hann william.hann@freepint.com

The FreePint Bar is where you can get help with your tricky research questions, for free! www.freepint.com/bar

Help with study for information-related courses is available at the FreePint Student Bar www.freepint.com/student.

Twice-weekly email digests of the latest postings can be requested at www.freepint.com/member.

TIPS ARTICLE

"Re-Entry Shock or Reverse Culture Shock" By Vivienne Sales

Vivienne Sales is a reference librarian at Embry-Riddle Aeronautical University in Prescott, Arizona. She is a three-time survivor of re-entry shock. Her last bout was in 1998 when she returned to the US after spending three years in South Korea teaching English. It wasn't until 2001 before she could honestly say, "I'm glad to be back in the States."

Most people are familiar with the term 'culture shock' when they go to a foreign country for an extended period of time (over three months) to work or study. While there are plenty of print and online resources for dealing with culture shock, there are not that many resources for dealing with 're-entry shock' (also known as reverse culture shock).

Unless the employer has a well-established and effective orientation program for their repatriated employees, adjusting to life in the home country is a 'do-it-yourself' job. After your friends' and family's euphoria of your return has faded, they will expect you to go back to your old domestic self. While some 'repatriates' are able to do that in a very short time, others may find adjusting to life back in their home country can be just as daunting than the culture shock they experienced in the host country. Some repatriates may be so overwhelmed that they become depressed and require counseling in the home country. A few repatriates hop on the next flight back to their host country. To avoid the most negative aspects of re-entry shock, one should review the following websites before taking a long-term overseas assignment.

General Repatriation Resources

Unless you have a close friend or family member who has experienced and survived re-entry shock, the friends and family who stayed in the home country will express little sympathy when you go through re-entry shock. Expat Expert is a great website to explain re-entry shock to you and your skeptics. Also, it offers suggestions and list resources to help repatriates get through their re-entry shock with the minimum amount of headaches and heartaches.

At The Daily Telegraph's website, the link to The Expat Telegraph is targeted to British expatriates, but it does have resources for repatriates, regardless of nationality. If you want to read any of these articles online, you have to register. Fortunately, registration is free at <<http://digbig.com/3fht>>. After you have finished registering and have received an e-mail from The Daily Telegraph, confirming your login name and password, go to the search bar at Expat Telegraph, enter the term "repatriation" and press enter.

Expat Expert: <<http://www.expertexpert.com/index.html>> Canadian journalist Robin Pascoe is expert in all aspects of being an expatriate and a repatriate due to her husband's career in the Canadian Foreign Office. She has written numerous articles in English-language newspapers and four best selling books about having your career, family and marriage survive going overseas, living overseas and returning to one's home country.

Repatriation can be a grieving process <<http://digbig.com/3fhw>>. Can returning to your home country be like losing a loved one? According to some counselors, re-entry shock is grieving the loss of your elite social status, your residence in a foreign, but culturally and intellectually stimulating environment, and (when applicable) financial security.

Study Abroad Alumni

Some participants of study abroad programs at many universities learn the hard way on how re-entry shock can affect them. Besides using the resources at the study abroad offices in their home countries and host institutions, some students have created web pages to document how they have coped with the challenges of returning home.

Beat the Re-Entry Blues
<<http://digbig.com/3fhx>>

Written by Cultural Experiences Abroad (CEA), they take a more positive look at re-entry shock ("... The experts call 're-entry shock' completely common and totally normal') without minimizing its severe side ("... It can even leave you depressed."). This website offers thought-provoking questions repatriated alumni can ask themselves and offer coping strategies that can lessen the more severe effects of re-entry shock.

Safety Abroad Handbook: Re-Entry Culture Shock <<http://digbig.com/3fhy>>

This is part of the University of Southern California Center for Global Studies' online Safety Abroad Handbook: How to Get There ... and Back. This website discusses the four stages of re-entry shock and how students can make their study abroad experience benefit their current studies and future careers. Unfortunately, this site does not offer any strategies for coping with mild to moderate re-entry shock.

English Instructors

For English instructors returning home after doing a teaching assignment overseas, adjusting to life in the home country is a 'do-it-yourself' job. Some repatriated English instructors keep in touch and share coping strategy with their former co-workers via postal mail, e-mail or the phone. Other repatriated English instructors may need a more established network. Although the following websites are targeted to former participants of the Japan Exchange and Teaching (JET), most of the advice on these websites quite applicable to other repatriated English instructors who have taught in other countries.

Japan Exchange and Teaching Alumni (JET) Association International <<http://www.jet.org/>>

This is the official web site for current JET Assistant Language Teachers (ALT) and Coordinators of International Exchange (CIRs). Has a lot of links to JET Alumni Associations worldwide and post-TESL career and education links.

JET Career - Articles
<<http://cheno.com/job/career/>>

This web page has a collection of articles about 'life after JET'. Most articles focus on re-adjusting to your home country's job market and post-tertiary level training. The rest of the articles concentrate on post-JET careers in Japan. With a few exceptions, former assistant language instructors wrote most of the articles.

After JET: Career Options Back Home
<<http://cheno.com/job/career/options.html>>

Although Rochelle Kopp was not a JET alumna,

Related Free Pint links:

- 'Employment/Recruitment/HR' articles in the FreePint Portal <<http://www.freepint.com/go/p43>>
- Post a message to the author, Vivienne Sales, or suggest further resources at the FreePint Bar <<http://www.freepint.com/bar>>
- Read this article online, with activated hyperlinks <<http://www.freepint.com/issues/201103.htm#feature>>
- Access the entire archive of FreePint content <http://www.freepint.com/portal/content/>

she was an international public relations specialist at a major bank in Japan. When she returned to the US, she earned her MBA and started her own cross-cultural firm, Japan Intercultural Consulting, in Chicago. Her article goes over every imaginable career path and would appeal to 'retiring' ESL instructors who are either returning to their home country or for those who want to stay in Japan, but would like to enter other fields.

Going Home
<<http://kansaiconnect.com/altonline/goinghome.html>>

This website is for current and former ALTs and CIRs who are or have been participating in the Japan Education Teaching (JET) program. The links on this website discuss preparing for life after JET. While it is not the official website of the JET program, it does provide valuable information on minimizing the negative effects of re-entry shock whether you are a JET alumus/a or are not.

Missionaries

While missionaries have different reasons to go overseas, they face the same cultural and personal issues that affect other repatriates when they return to their home countries. They may not return home with a financial nest egg waiting for them, but may have issues regarding how their home churches support the overseas missions.

Bouncing Back
<<http://64.176.115.194/pages/tools/bouncingback.html>>

Sanders and Peters focus on specific repatriation issues that affect returning 'short-termers' (people who go on overseas mission projects for two years.)

Resources for HR Managers and Intercultural Trainers Who Deal With Expatriates and Repatriates

Often, repatriates who were sent on a long-term overseas assignment, personnel (or human resource) managers who deal with returning expatriates have to take the complaints of the former when they have trouble reintegrating into their company's home culture.

Reintegration <http://www.larissa-becker.de/reverse_culture_shock.html>

This English language web page can be found on Ms. Becler's German and English language's websites. In outline format, she gives tips for the repatriate about handling the highs and lows of re-entry shock. There is a section for family and friends about how to support their returning expatriate during his or her transition back to the home country. More importantly these friends and family should realize they have changed while their loved one was away, they should acknowledge that this repatriate has changed while they stayed in the home country. Finally, there is a set of downloadable cases of various kinds of re-entry shock.

Reentry shock: preventing expats from leaving the organization
<<http://www.intercultural.nl/html/articles/reentryshock.htm>>

When repatriated employees feel that the return home is more like a cold exile than a warm homecoming, they usually leave the organization shortly after their return. For the employers, they lose the skills and expertise those employees gained during their overseas assignments. Elenore Breukel of Intercultural Communications advises that preparations for returning to the home country should start three to five months before the end of the overseas assignment.

hr-esource.com Sample Chapter of Managing a Global Workforce: A Cross-Cultural Guide by Dr. Marian Stoike-Loike and Amelia Lundh-Dantzer <<http://digbig.com/3fja>>

This web page focuses on the responsibilities the repatriate and the HR office in easing the return from an overseas assignment back to the home office. It is also the HTML version of the chapter from the Dr. Stoike-Loike's and Ms. Lundh-Dantzer's book. For readers who find this website quite informative, they will probably want to purchase the book.

KeepingLegal

Weblog covering issues such as privacy and data sharing, the Legal Deposit Libraries Act, copyright and visually impaired persons, the consultation on public sector information, and other legal issues affecting information professionals.

<<http://www.keepinglegal.com>>

Free Pint Forthcoming Articles

- * Rankings * Forestry * Health and Safety *
- * HR Personnel Information *
- * Business Information in the Ukraine *
- * Websites and Web Hosts *
- * Online Discussion Groups *
- * Comparative Statistics *
- * Visual Representation of Information *

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<<http://www.DigBig.com>>



Jonathan Smart (BA (Hons), ALA, Dip Ed) has a background in various areas, including FE and HE libraries - currently at the University of Plymouth, about to move into the reorganised role of Academic Support Co-ordinator, Skills, where information literacy will be a core responsibility. He has for some time developed the delivery, support and assessment of IL within business modules, and is interested in pedagogic aspects including developing computer-based assessment, diagnostic testing, working with learning styles and open/distance learning.

Related links:

- Read customer comments and buy this book at Amazon.co.uk <<http://www.amazon.co.uk/exec/obidos/ASIN/1856044637/freepint0c>> or Amazon.com <<http://www.amazon.com/exec/obidos/ASIN/1856044637/freepint00>>
- "Information and IT Literacy: Enabling Learning in the 21st Century" ISBN 1856044637, published by Facet Publishing, edited by Allan Martin and Hannelore Rader.

FREE PINT BOOKSHELF

<<http://www.freepint.com/bookshef>>

"Information and IT Literacy: Enabling Learning in the 21st Century" Reviewed by Jonathan Smart

To my mind, a more detailed exploration of the potential value of strategic alliances and synergies for putting information literacy on the map would have been useful in this book. That said, I found the structure well conceived, the main issues largely explored, and the contents eminently readable overall.

Divided into four main parts, we see scene-setting introductory contributions from the editors, an examination of the SCONUL Seven Pillars model, challenges to implementation (perhaps no coincidence that this is the longest section), and research perspectives. Most of the contributions started life as presentations at the IT and ILit Glasgow conference in 2002, a title which was to become the eLit conference in 2003.

Defining what we really mean by information literacy is of no small significance, and though attempts are made at various stages in the book, one still emerges feeling not altogether clear about it. Are these essentially educational skills with a practical application or practical skills in search of a pedagogical home? The drivers for why everyone should be information-literate, repeated throughout, become an almost desperate mantra, leaving one wondering if we're in danger of horribly overcomplicating things. After all, Silver Surfers acquire their new-found skills in order to be able to e-mail their grandchildren rather than to become valuable information-literate members of society.

The common thread runs in favour of embedding information literacy in the curriculum rather than including it as a bolt-on option: without context, it is perceived that students are

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<<http://www.freepint.com/jobs>>

less likely to be able to apply the concepts. It is good to see the arguments regarding embedded versus standalone teaching of information literacy examined, and leads one to the conclusion that a mixed 'economy' is no bad thing.

Also interesting is the acknowledgement that search engines tend to be used increasingly as a first port of call before paid subscription services - is it better to accept this and respond by investing greater emphasis than we do towards students acquiring excellent Web searching and critical evaluation skills?

The issue of assessment in this book still leaves me wondering how we assess our students' information literacy effectively - a question to which, as far as I'm aware, we have few answers. There is useful engagement in the book with getting information literacy on the agenda and how librarians change their image from that of service providers to educators. And therein lies part of the problem. Librarians still have an identity crisis which means we are still not wholly sure to which mast we should be nailing our colours - meanwhile the world moves relentlessly on. As someone at the 2003 Glasgow conference asked, where were the academics (the very people we need to convince) among the delegates, and are we in danger of ending up talking in a room among ourselves rather than to the people we need to convince about information literacy? At the very least, let's shore up those strategic alliances...

FREE PINT

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William Hann (FreePint Managing Editor), Annabel Colley (FreePint Editor), Penny (FreePint Administrator), Paul Pedley, Jonathan Smart, Penny Leidtke, Vivienne Sales, Plain Text <<http://www.plain-text.co.uk/>> (proofreading).

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FEATURE ARTICLE**"Data Protection for Websites and Intranets"
By Paul Pedley**

Paul Pedley is Head of Research at the Economist Intelligence Unit, and has previously worked in the information departments of a law firm, property developer, and in a number of government departments. Paul is a Fellow of CILIP; represents Aslib on the Libraries and Archives Copyright Alliance; and is also on the steering group of the JISC Legal Information service. Paul is also Editor of <<http://www.KeepingLegal.com>>. The service covers legal issues affecting the information profession such as data protection, copyright and freedom of information. There is a regular newsletter which can be requested via the site. He regularly runs training courses on copyright, data protection and freedom of information; as well as on Internet topics such as the invisible Web, and business information on the Internet.

This article is a summary of the full details in the report "Data Protection for Websites and Intranets" ISBN 1-904769-02-0
<<http://www.freepint.com/shop/report/>>

The Data Protection Act 1998 came into force in March 2000, and it sets out to ensure that where personal information is processed, that this is done safely and securely. The Act defines "processing" broadly so that it covers everything that can be done with personal information including the obtaining, recording, holding, disclosing, and destruction of personal data. It sets out limits on what personal data can be held; the purposes for which that data can be used; and the length of time that the data is held.

This article aims to address how data protection relates specifically to intranets, websites and online services. It is clear that websites and intranets are often used to process personal data, and that this is done in many different ways. They might, for example, include a staff directory, with biographical information pages, photographs and contact details. Or they could host directories of clients or students; whether these are accessible internally, externally, or both.

Websites and intranets might be used as a front end to management databases. They often make use of online data collection forms; and this includes online registration forms, or requests for information. Some sites have facilities to "contact us" or "recommend a friend". Sites on the web often use online research surveys. Another example of how websites process personal data include the use of cookies, web bugs, and other invisible tracking devices.

It is extremely timely to be thinking about the impact of data protection on websites and intranets, because the European Union required all member states to comply with directive 2002/58/EC concerning the processing of personal data and the protection of privacy in the electronic communications sector by 31st October 2003. In fact, the UK is implementing the directive through the Privacy and Electronic Communications (EC Directive) Regulations SI 2003/2426 which will come into force on 11th December 2003.

The Regulations contain new rules applying to activities such as:

- the use of invisible tracking devices such as cookies or web bugs
- the security of public electronic communications services
- public directories containing phone numbers for mobile or fixed lines, email addresses and physical addresses
- the use of electronic communications for marketing purposes
- the use of location based data for marketing purposes

Privacy policy statement or notice

Websites and intranets which are used to collect, store, or 'process' personal data in other ways should have a privacy statement. It is well worth spending time on carefully drafting this statement, because it will govern precisely what you are entitled to do with the data that you process. The privacy statement should be clear and succinct. It really needs to be written in plain language. The placing of the privacy notice

GOLD

Last year Karen Huber visited China to Teach English. She listed the sites that she used to prepare for her trip. Tim Houghton talked to Jakob Nielsen about usability on the Web.

- FreePint No.125 14th November 2002. "Teaching In China" and "Free Pint talks to Jakob Nielsen"
<http://www.freepint.com/issues/141102.htm>

In issue 100, Sam Vaknin listed Web sites concerned with print books, e-books, publishing, and e-publishing. Alison Turner explained how the average health professional can navigate the web relatively quickly and easily without becoming lost or entangled.

- FreePint No.100, 15th November 2001. "Digital Content on the Web" and "Untangling The Web For Health Professionals"
<http://www.freepint.com/issues/151101.htm>

Three years ago Tracey Howard-Baker discussed copyright infringement and piracy within the music industry and Diana Grimwood-Jones looked at sites for SMEs.

- FreePint No.75, 16th November 2000. "Music and the Internet Revolution" and "Business Information for Small and Medium Sized Enterprises"
<http://www.freepint.com/issues/161100.htm>

In November 2000, Susan Alcock told us where to start looking for water resources and Huw Owen told us "how Electronic communities can be harnessed positively by those who wish to manipulate them".

- FreePint No.50, 18th November 1999. "Information on tap - Web resources on the water industry" and "Electronic Communities"
<http://www.freepint.com/issues/181199.htm>

In 1998 we published a reply to a letter published in issue 25 asking how to attract as many visitors to a site on the smallest budget possible. Phil Bradley argues the case that "we wouldn't have the Internet in its present form if it were not for the existence of CD-ROM".

- FreePint No.26, 12th November 1998. "Web Site Promotion Ideas" and "CD-ROMs and the Web"
<http://www.freepint.com/issues/121198.htm>

Penny <penny@freepint.com>

Related Free Pint links:

- 'Law' articles in the FreePint Portal
<<http://www.freepint.com/go/p76>>
- "Data Protection for Websites and Intranets" ISBN 1-904769-02-0
<<http://www.freepint.com/shop/report/>>
- Post a message to the author, Paul Pedley, or suggest further resources at the FreePint Bar
<<http://www.freepint.com/bar>>
- Read this article online, with activated hyperlinks
<<http://www.freepint.com/issues/201103.htm#feature>>
- Access the entire archive of FreePint content
<http://www.freepint.com/portal/content/>

on the website is also very important. It should be displayed in a prominent position on the site; and the policy statement should be accessible to people at any point where data is collected. If you use invisible tracking devices such as cookies, then the statement must include a section on cookies in which you explain: what a cookie is; why your site uses cookies; what information about the user is stored by, and accessible from, the cookie; who will have access to that information; what the user should do if they want to reject or disable the cookie; and how their use of the web site will be affected if they opt to refuse or disable the cookie.

Data Security Regulation 5 of The Privacy and Electronic Communications (EC Directive) Regulations 2003: SI 2003/2426 says that "Providers of public electronic communications services shall take appropriate technical and organisational measures to safeguard the security of that service". This is in line with the seventh data protection principle which requires data processors to have measures in place to protect data subjects against any unauthorised or unlawful processing of their personal data and against accidental loss or destruction of, or damage to, that personal data.

Regulation 5 of the Privacy and Electronic Communications Regulations goes further than previous legislation, and states that:

"Where there remains a significant risk to the security of the public electronic communications service, the service provider shall inform the subscribers concerned of- (a) the nature of that risk; (b) any appropriate measures that the subscriber may take to safeguard against that risk; and (c) the likely costs to the subscriber involved in the taking of such measures". [The Privacy and Electronic Communications (EC Directive) Regulations 2003: SI 2003/2426 is reproduced under the terms of Crown Copyright Policy Guidance issued by HMSO]

Websites aimed at children

Is your website aimed at or regularly used by children? Have you taken account of their needs? For example, some sites make a point of encouraging children under 18 years of age to seek parental approval. Another point to consider relates to the privacy statement - is the privacy policy written in a way which has been made understandable for children?

Data transfers

The eighth data protection principle states that "personal data shall not be transferred to a country or territory outside the European Economic Area unless that country or territory ensures an adequate level of protection for the rights and freedoms of data subjects in relation to the processing of personal data".

The eighth data protection principle causes real practical difficulties for those who manage websites, because "transfer" in this context is not just the deliberate export of data. It includes having data available on a web site that someone else can access and download, because placing personal data on the web clearly makes that information available to potentially anyone around the world who has access to the internet.

There are a number of solutions to the problem:

<http://www.freepint.com/issues/161003.htm>

1. Under directive 95/46/EC, which was implemented in the UK through the Data Protection Act 1998, trans border data flows are permitted within the European Economic Area (EEA) which consists of the member states of the European Union, plus Norway, Iceland and Liechtenstein.

2. In addition, the European Commission has recognized the adequacy of the protection of personal data for the following countries: Switzerland, Hungary, Canada and Argentina. In order to ensure that you are using the most up to date list of approved countries, check the Europa website:
<http://europa.eu.int/comm/internal_market/privacy/adequacy_en.htm>

3. The European Commission has adopted a decision setting out standard contractual clauses which - if they are incorporated into contracts - are deemed to ensure adequate safeguards for personal data where this is transferred from the EU to countries outside the European Union. The decision obliges member states to recognise that companies or organisations using such standard clauses in contracts concerning personal data transfers to countries outside the EU are offering "adequate protection" to the data

4. In July 2000 the EU reached a "safe harbor" agreement
<<http://www.export.gov/safeharbor>> with the US Department of Commerce which permits the flow of personal data between the EU and the US so long as the American companies involved have undertaken to follow a set of data protection guidelines as set out in the safe harbor agreement.

Another important point to bear in mind is that it makes no difference if the transfer of data is to others within your own organisation or to third parties. So, for example, a member of staff in the Human Resources Department working in the London office of a company cannot email personal data to a colleague in the HR department in New York of the same company unless they have first informed the data subjects that they are going to do this.

Entries in directories

Citizens have the right to determine whether their phone numbers for mobile or fixed lines, their email addresses and physical addresses figure in public directories.

Regulation 18 (of SI 2003/2426) applies to directories of subscribers, and sets out requirements that must be satisfied where data relating to subscribers is included in such directories. It also gives subscribers the right to verify, correct or withdraw their data in directories.

These areas are explored in more detail in the report "Data Protection for Websites and Intranets" ISBN 1-904769-02-0 which is available from FreePint
<<http://www.freepint.com/shop/report/>>. *The report also covers areas such as the monitoring of employees' use of email and the internet; communications data; and the use of email for direct marketing. It also takes account of other legislation such as the Regulation of Investigatory Powers Act and the Electronic Commerce (EC Directive) Regulations.* **16th October 2003 - 8**