

# Digital Up<sup>v 1.0</sup>

Digital organising skills  
training for trade unions



Funded by  
the European Union



## About COZZ

Founded in 2016 by UNI EUROPA.  
A team of 35 people with experience in organizing, training, campaigning, communication, negotiations, online tools and counteracting burnout in trade unions.

Diverse in terms of age (from 24 to 49 years, average 36 years), experience (climate, feminism, LGBTQ+, trade union movement) and education.

Gender balanced - 48/52 in team, 40/60 in management.

We work in the Czech Republic, Hungary, Poland, Slovakia and Ukraine.



# Training program

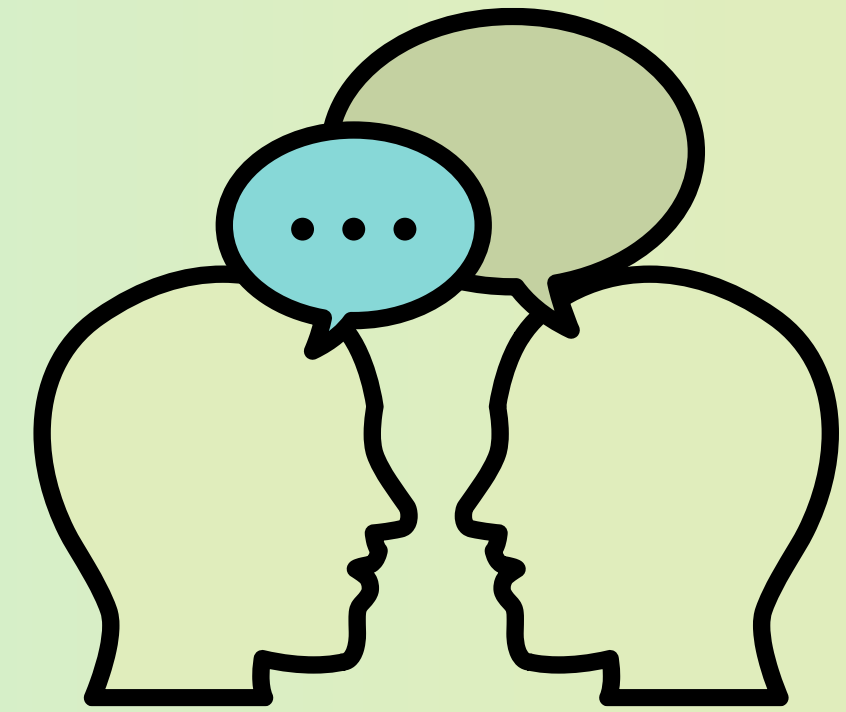
# **Let's establish the training rules together**

e.g. we dont interrupt each other...

# Let's get to know each other!

Find someone in the room you don't know and ask them a few questions

- name
- why did they join the union?
- what function does it play in a relationship?
- what would you like to change at work if you had a magic wand?



# intro

# Self-education is a must

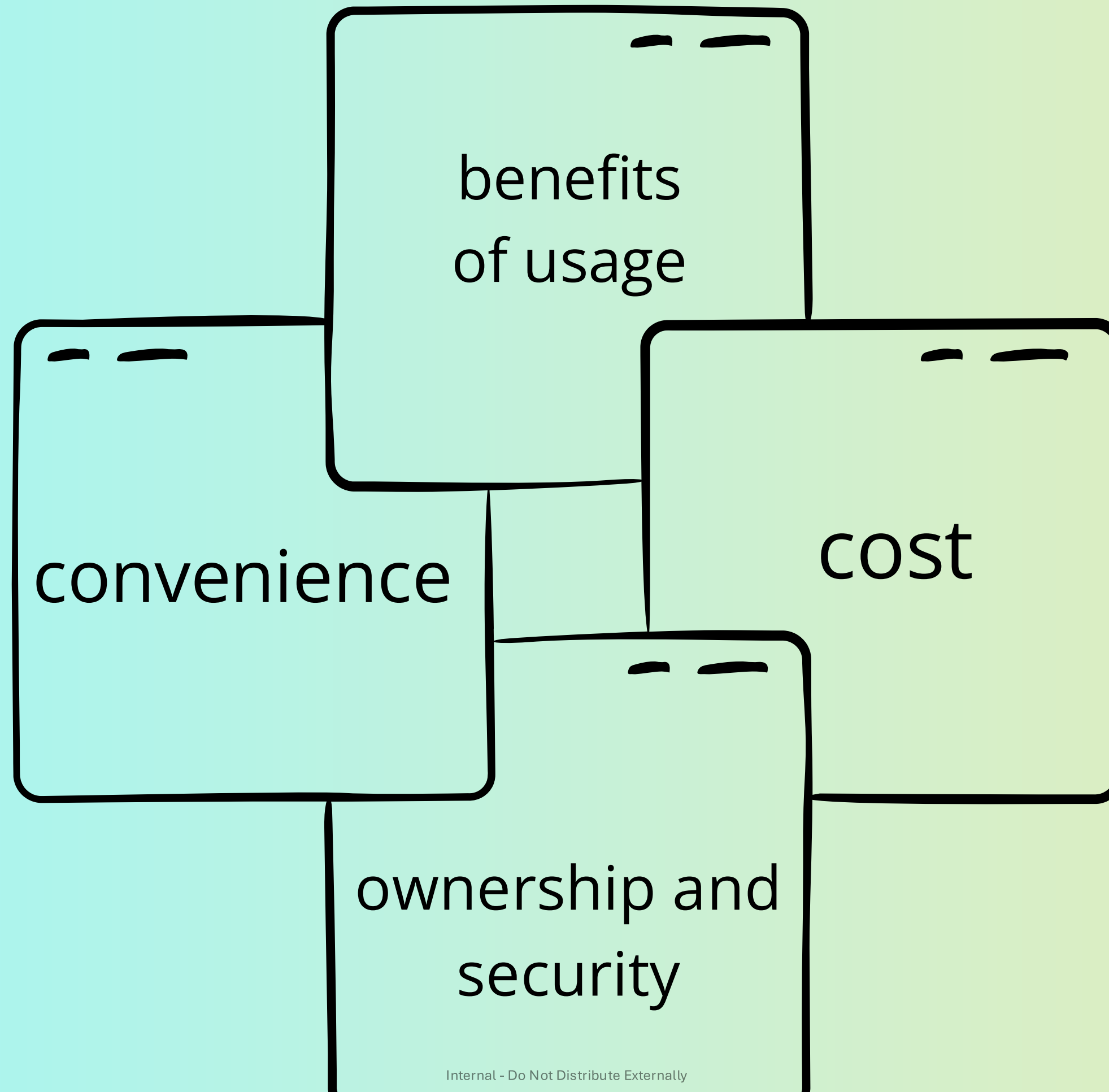
- Every person needs training in the tools they use
- There is not enough time to teach even the basics software
- Resources
  - Instructions from the developers
  - Udemy
  - Search for relevant training materials and information
  - YouTube
- Universal rules

# Why do unions need digital solutions?

- What do we mean by “online”
- How is this going to be useful to you?
- What can technology do and what it can't do?
- How do we see it's role?

# **How to choose tools?**

# How to choose tools?



# Benefits of usage

- theoretically the easier part...
- tools are meant to serve us
  - not every tool is for us
  - what other unions use may be a clue
  - “works somewhere else”
  - it's good to experiment
  - we do not operate according to commercial logic
  - we have a unique "resource"

# Ownership and security












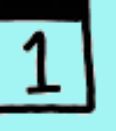


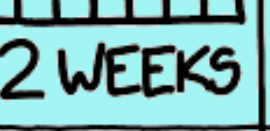
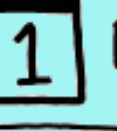



- we cannot cause a sense of danger unnecessarily
  - neither actual nor perceived
- data ownership
- tool ownership
- maintaining our message

# Convenience

- potential is not the same as convenience - complexity is our enemy
- comfort comes from knowledge
- known is not always best
  - great many of our tasks can be automated
- the more we integrate the better ;)

INTERNAL USE ONLY

# HOW LONG CAN YOU WORK ON MAKING A ROUTINE TASK MORE EFFICIENT BEFORE YOU'RE SPENDING MORE TIME THAN YOU SAVE? (ACROSS FIVE YEARS)

		HOW OFTEN YOU DO THE TASK					
		50/DAY	5/DAY	DAILY	WEEKLY	MONTHLY	YEARLY
HOW MUCH TIME YOU SHAVE OFF	1 SECOND	 DAY	2 HOURS	30 MINUTES	4 MINUTES	1 MINUTE	5 SECONDS
	5 SECONDS	 DAYS	12 HOURS	2 HOURS	21 MINUTES	5 MINUTES	25 SECONDS
	30 SECONDS	 4 WEEKS	 3 DAYS	12 HOURS	2 HOURS	30 MINUTES	2 MINUTES
	1 MINUTE	 8 WEEKS	 6 DAYS	 1 DAY	4 HOURS	1 HOUR	5 MINUTES
	5 MINUTES	9 MONTHS	 4 WEEKS	 6 DAYS	21 HOURS	5 HOURS	25 MINUTES
	30 MINUTES		6 MONTHS	 5 WEEKS	 5 DAYS	 1 DAY	2 HOURS
	1 HOUR		10 MONTHS	2 MONTHS	 10 DAYS	 2 DAYS	5 HOURS
	6 HOURS				2 MONTHS	 2 WEEKS	 1 DAY
	 1 DAY					 8 WEEKS	 5 DAYS

# Cost

- limited finances
- if something is given for free then (usually) you are the product
- cost is not just the price "on the box"
  - the cost of our working time
  - training for it
  - difficulty of moving to another solution

# bonus round!

# Technologies to watch out for

- buzzword soups
- AI
- blockchain, crypto
- closed and “fenced” technologies
- cloud money burners

# Do you know this logo?



# Technology to make your choice easier

- prioritizing open source solutions is a simple rule for tough decisions
- Free, Libre and Open Source Software is a social movement focused on digital liberties
- key characteristics of FLOSS software;
  - they are free to use, share, modify
  - high interoperability
  - no ads, tracking, or other unwanted “features”
  - community based development models
  - some open source programs out-compete commercial ones
- concept works not only for software

# Union Registration with DigitalUp

- online registration plugin for Wordpress being developed by COZZ within the framework of Digital Up will be published as open source
  - we will showcase it's features later on
- this means no monthly or annual payments
- unions using it can support each other instead of competing for resources
- easier and cheaper to adapt or extend to the needs of a particular union
- will not be dependent on the company currently developing the tool

# operating systems

# Operating system

- basis of our work with electronics
  - something we don't notice if it works well
  - an intermediary between electronics and programs
- can have their own functions that significantly affect how we work
- each has their own sets of software
  - more and more software runs on all 3 systems
- each has its own advantages and disadvantages
  - but Linux is the best one
    - [yes, all trainers have to say it under threat by the IT dept]

# Laptop / 'computer' systems

- Microsoft Windows
  - de facto standard - training costs outsourced to our school systems
  - most likely already on your computer, but you need to upgrade to 11
  - you absolutely always need an antivirus and firewall
  - growing doubts about privacy and fair treatment of users
  - most software is commercial but there are also plenty of free options

# Laptop / 'computer' systems

- OSX (Apple, 'mac')
  - nice, if you have a bit too much money....
  - a much more polished operating system,
  - ...but locks users into its 'walled garden' of expensive solutions/devices
  - significantly enhances security
    - just keep system up to date
  - does not run software not specifically developed for the system
    - but, for example, there is photoshop
    - most software is commercial, some free options

# Laptop / 'computer' systems

- Linux
  - free (although there are also commercial options)
  - best option for older PCs/laptops, especially for office applications
  - contrary to it's image - requires no technical knowledge in most cases
  - greatly improves security, just keep the system up to date
  - generally, programs that are only developed for windows (e.g. photoshop) do not work, but some can be run
    - for almost every program there are Linux alternatives
  - switching may take a moment to get used to, but then if you want - the system can look and feel exactly the same forever

# Mobile devices

- broad capabilities in a hyper-mobile package
  - but this does not mean that it is always a good tool for work
- notification system is designed to distract you
  - it also means that we may want to use it just because of addiction
- there are a number of solutions to reduce the addictive potential
  - completely muting or turning off most application notifications
  - 'sleep mode' - turning off the colors
  - setting time limits on app use
  - do you have any other/your own ways?

# Mobile devices - Android

- system for broad set mobile devices, TV's, fridges and whatnot
  - is in fact a heavily modified version of Linux
- main source of applications is the Play Store
  - but we should not mindlessly install anything we find there
  - most free applications contain advertisements and invasive tracking
  - one solution is to search for open source applications
  - there are also alternative app stores such as F-Droid

# Mobile devices - iPhone

- functionally not significantly different from Android
  - much less popular in our part of Europe - more expensive
- tends to force incompatibility with standard solutions
- attempts to lock you in to Apples family of solutions
  - convenient, until you have to work with someone outside of it
- not every Android app has an iPhone version, and vice versa
- has an advantage in terms of taking care of users' privacy and security
  - you still have to trust Apple though...

basic software

# Basic laptop/computer software

- you can mostly use what you already have, but can improve
- browser
  - Firefox
- office suite
  - Libre Office or Only Office
- mail client
  - Thunderbird
- password manager
  - KeepassXC
- thousands of other options and programs for whatever you need

# Basic mobile software

- browser
  - Firefox + plugins
- email app
  - Thunderbird
- communicators
  - Signal
- document reader
- calendar and syncing

# Adblocking

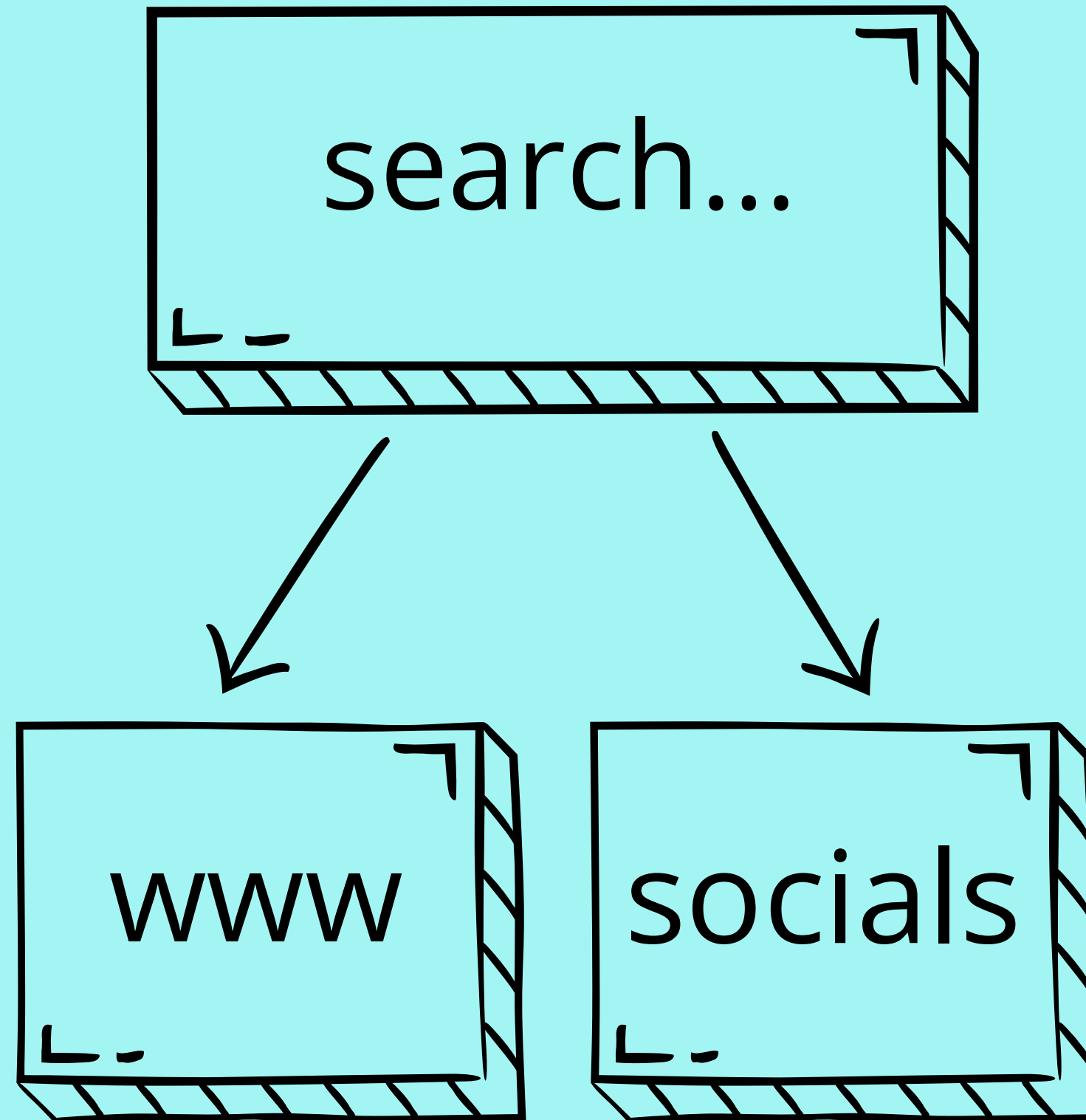
- Firefox allows what Chrome is about to prevent: ad blocking
- Adblocking is in most cases ethically justified
  - although some sites may try to counter it
- significantly increases your comfort and is key for privacy
  - EFF, Panoptikon and other digital rights NGO's have great materials
- how to block ads - depends where
  - we'll show you how to set up for Firefox
- you ever seen a cookie notification?

# How to prepare the browser

- get Firefox
  - <https://firefox.com>
- get spellcheck for all your languages
  - <https://addons.mozilla.org/firefox/language-tools/>
- get uBlock Origin extension
  - <https://addons.mozilla.org/pl/firefox/addon/ublock-origin/>
- add filter sets to ublock
  - polish: <https://majkiit.github.io/polish-ads-filter/>
  - click on "subscribe" for each filter set you might want
  - in general: if we blocked too much and a website doesn't work, switch off

# **How to start your online presence**

# How to start your online presence



# Domain and WWW

- the basis of communication for every union
  - “authoritative” communication channel
  - base for further tools
- additionally, your own domain gives an image of professionalism
  - union1997@hotmail.com calls for strike!!!???
- the page can be
  - build it yourself on a cheap server
  - pay someone to do it
  - put it for free on i.e. wordpress.com

# **Social media**

- the basis of communication for most people
- usually only those that are used by “our people” make sense
- creating an account should be a part of a campaign
- every social media activity should be part of a campaign

# General Notes on Social Networks

- the ability to A/B test ads and promoted posts
- backup your content
- our audience is not necessarily just trade unionists
  - in solidarity our strength
  - outreach builds support
- bonuses from being in niches and moments of change
- current format of a platform and it's customs
- use tools, not social media directly

# Campaigns

- “random” posts won’t achieve much
- target a specific audience, nothing will reach everyone
- message
  - each post/campaign element should mark and boost it
  - it must concern and interest the recipients
- plan for the right time and place
- build positive interactions and responsiveness
- "content" must engage
- be very careful about the content you generate with AI
- test, experiment and constantly monitor statistics

# Moderation

- Never provide any info on who moderates your social media
- Don't feed the trolls - moderate them into oblivion
- If you can hide comments – always use that before deleting
  - always report (numbers might sum up)
  - ban if that's not enough
- Corporate social networks encourage conflict
  - good for the algorithm not so good for us
- Don't waste your time trying to reason with bad actors on the internet

# Live poll

[www.menti.com](https://www.menti.com)

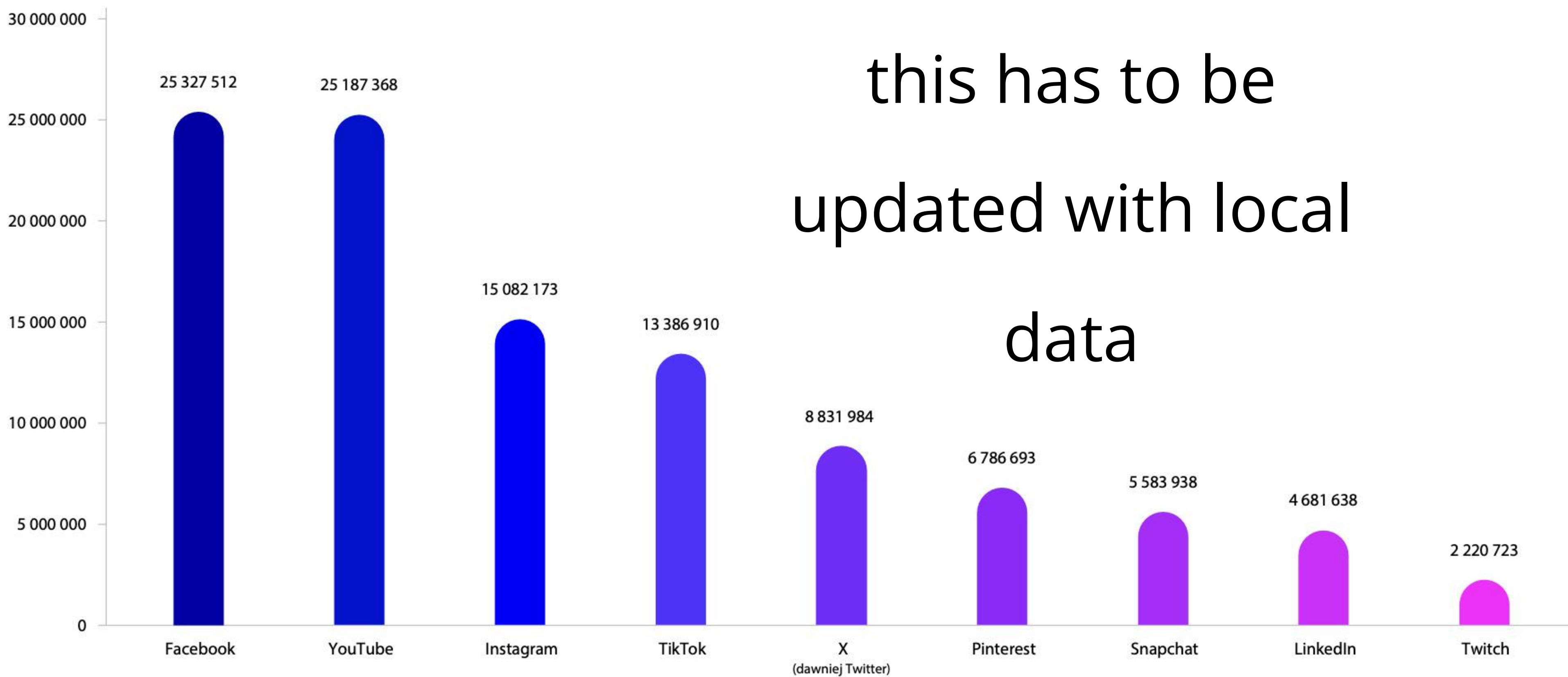
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# REALNI UZYTKOWNICY (REAL USERS) – ALL



# Social networks - groups

- communicators
- Meta
  - Facebook, instagram, threads,
- status
  - X (Twitter), Bluesky, Mastodon
- video
  - TikTok, YouTube
- business
  - linkedin, professional
- Fediverse

# Social networks - Meta

- Facebook, Instagram, Threads
- growing hostility towards “leftwing” content (yes, that's us)
  - political content used to be “shadow-banned”, now it's back
  - they are cutting down on moderation
    - issue for our and members/followers well-being
  - no proper fact checking anymore
    - fake content will get more attention than boring truth
- reach depends on the algorithm
  - requires frequent, regular posting, as much interaction as possible
- definitely hostile to external links in posts

# Social networks - Facebook

- Publication type:
  - a picture and as little text as possible
  - short videos, possible to publish long ones
- Facebook pages
  - if we really have no other option - a free public “website”
  - ok for making presence known, but a poor way of communicating with members
  - a small number of fans and limited activity can undermine our image
- Facebook groups
  - content more likely to be promote by algorithm
  - when publicly searchable it can be a way to mark yourpresence on the platform
  - can be used to organise mass action (signing a petition or liking a fb page)

# Social networks - Instagram and Threads

- Instagram
  - post type: picture(s) or video and as little text as possible
  - far more popular with youth than Facebook
- Threads
  - post type: 500 characters and image
  - supposed alternative to twitter, mostly for brand promotion
  - feel free to ignore it

# Status networks

- X (twitter)
  - 280 characters per post (or 10.000 if you pay)
  - hostile to external links
  - increasingly open far right affiliation and propaganda use
- bluesky
  - 300 characters per post
  - currently no advertising yet
  - emerging platform of interest to journalists
  - community can support union content
- mastodon (fediverse)
  - default character limit is 500 characters, might be different between servers
  - community mostly supportive/enthusiastic for union content

# Video social networks

- Functional illiteracy is likely a massive factor in popularity of video platforms
- Youtube (Google)
  - go to platform for most people seeking video content
  - near monopolist for long form video online
  - attempts to limit overt political bias
  - we have to compete with every interesting video clip ever
- TikTok (BiteDance of Communist Party of China, depends on who you ask)
  - short video clips
  - may be more sympathetic to union content
  - we have to compete with 2.5s attention span
  - in face of a looming US ban “little red book” app became a favored alternative
- Instagram should also be noted here

# Professional networks

- linkedin
  - can be the ideal place to reach employees of a particular company or industry
  - not popular with every industry of course
  - employees may not want to interact with unions, although they may follow them
- other professional networks
  - many professions have other networks that might be popular around them
  - some use have platforms used for work which provide social functionalities

# Fediverse ecosystem

- interesting alternative to main, commercial and “algorithmic” social networks
  - no central service or company, can't be sold is created by it's many communities
  - disproportionate support for social issues, offshoot of open source movement
- many different platforms connected and “talking” to each other
  - alternatives to every popular social format
    - <https://fediverse.party> as a weird entry
- attractive to people who avoid normal social networks
- can be used at negligible "cost"
  - e.g. with a plug-in to wordpress page or using a publishing platform
- much more interaction than on most other networks
- can help us with promoting our website in search engines

# Publishing platforms

- there are tools that allow us to publish to multiple social networks at once
- popular freemium ones:
  - buffer
    - <https://buffer.com/>
  - socialoomph
    - <https://www.socialoomph.com/>
  - there's dozens - find the right one for what you need

# **online tools for organising and collaborating remotely**

# Online tools for organizing and collaboration

- some basics
- communicators
- video conferences
- document exchange platforms
- planning tools

# Online meeting basics

- always test the tool beforehand (microphone and camera)
- treat online meetings like live ones
- the less we say and the more concise the better
- meetings should be a two-way exchange and not a speech at a rally
- every meeting needs scheduled time for interaction and clarification
- for major meetings prepare recording yourself as a test
- try to respect the other person's mode of communication
- use the fact that you can see your audience!
- if you use a tool that allows it - always use the visual element

# Communicators

- basis for communication via the internet
  - escape from email overload
- it is always worth checking what our members really use
- good division of the groups is essential for smooth communication
  - keeping it is hard but always stick to the agreed tool

# Communicators

- fb messenger
  - not recommended, unless you have no other options
  - you compete with everything private and likely full facebook set of notifications
- whatsapp
  - a popular solution, especially for wider groups
  - allows communities to be built, linking multiple groups/channels,
  - you can also create "announcement" channels where only you can publish
  - one of the more attractive options for us
- slack
  - I would suggest not using the company's slackline

# Communicators

- Signal
  - preferred option for internal groups, allows for public ones
  - the safest in terms of privacy
  - interesting new features
- Discord
  - popular with young people and in IT circles
  - people hang out there
- Telegram
  - allows communities to be built, linking multiple groups/channels,
  - popular in the east, but an otherwise obscure platform,
  - it is easy to land on dodgy channels
  - would not recommend unless very popular with your target audience

# Video conferences

- basic tools for online meetings
- probably any communicator you use will work for starters
- zoom, google meet, teams:
  - in the free versions, about 40-60 minutes of meetings per day
  - there are, of course, many more programs
- zoom
  - good mass meetings but you might consider using YouTube as well in some cases
  - allows you to run registrations for meetings and webinars, or use surveys for this during/at the end (collecting contacts!!!)

# Useful tools

- etherpad
  - online notepad
- canva
  - has its own presentation mode with options for interactive presentations
- mentimeter
  - tool for interactive presentations
- doodle
  - availability tool
- online toolkits;
  - nextcloud
  - office 365

# Presentation tools

- Powerpoint, canva, libreoffice have a presentation mode
  - it is always a good idea to use it
- do not simply show the screen with the presentation window
  - minimum - turn on the slide show
  - ideally, use a separate presentation window mode (might require second screen)
  - if you have two screens many programmes will enter this mode automatically
- what else do you propose....?

# Document exchange platforms

- document exchange platforms
  - if you have to pay; determine what you really do need and what meets that
- Google Docs/Google Drive and Microsoft365
  - we pay with our data, used for AI training, ad profiling, or whatever else
- non-corporate alternatives:
  - Nextcloud - a "private cloud", which can also include an office suite
    - <https://nextcloud.com/>
  - OnlyOffice - a online office suite and document hosting
    - <https://www.onlyoffice.com>
  - Collabora - similar, but slightly less extensive service and software package
    - <https://www.collaboraonline.com/>

# Planning tools

- only way to carry out large complex projects, especially cooperating with many people
- otherwise we complicate our own lives
- quite a few different types of solutions and applications for each of them
  - we can find something that suits our style of work or project
- well integrated tools are the best
  - no one will want to enter 3 different places to figure out what to do
- the time invested in selecting and learning the tools is worth it

# Planning tools

- simple task lists (todo)
  - can be synchronised between multiple people
- kanban boards
  - trello
- project management
  - asana
  - google workspace
- shared calendars
  - google calendar
- nextcloud
  - successfully used by the UHR project

# Petitions

# Petition

- Useful tool – for gathering info, identifying leaders, testing activists, etc.
- It allows you to initiate 1:1, educate (where we are with the employer), agitate (we need to show that we are many)
- It helps to maintain interest and mobilization.
- It can be the first, 'soft' element of pressure
- it should include: 'to whom', 'what are we demanding', ask for a phone number
- Inform that original signatures will not be shown to the boss, only aggregate data
- Include information on how the data will be used (GDPR)



# Online Polls and Petitions

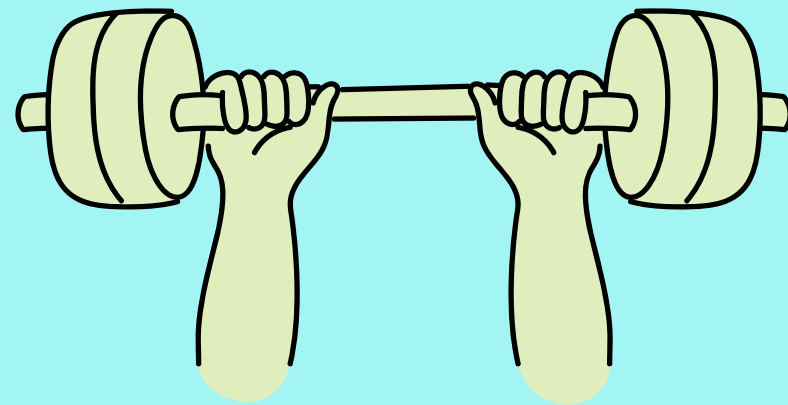
- a powerful mechanism for collecting contact information and building support for a cause
  - direct contact with our "base" of people is an invaluable resource
- possible solutions
  - selfhost (own www / dedicated tool)
  - commercial form providers (Google, Survey Monkey, petitiononline)
  - organizations (actionnetwork.org, change.org, and such)
- let's try :)

# Online Polls and Petitions

- selfhost
  - on your own website
  - dedicated tool
- commercial providers of forms
  - Google Forms, Microsoft Forms
  - Survey Monkey, Survey Hero, petitionsonline.com
- organisations
  - actionnetwork.org, avaaz.org, change.org
  - Nasza Demokracja (Akcja Demokracja)

# Exercise

Each group is to prepare a survey about workers' issue in your workplace.



If you had - use the problems developed in the previous session to construct the survey. Select a person who will present the results of the work.

# Online Polls and Petitions

We go to

[www.zwiazek.online](http://www.zwiazek.online)

# Online Polls and Petitions

login: 1

hasło: zieleniec 1

login: 2

hasło: zieleniec 2

i tak dalej...

# What is needed for a union online campaign to be successful?

- clear goal
- online registration/declaration system
- a wide, deep and winnable problem
- promotional content
- on-call duty
- involvement in the activities/structure of the union
- ways to monitor progress

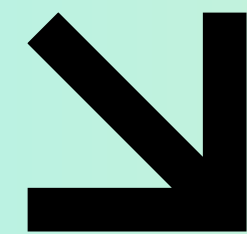
# Online registrations

# Online registrations

- TP's example
- sneak peak of what COZZ is building

Razem  
Silniejsi

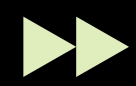
At the moment, 194 current members of the union have joined via e-declaration, 124 have completed a paper declaration.



INTERNAL



Internal - Do Not D

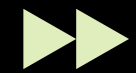


Razem  
Silniejsi

# online declaration in practice



CONVERSION LEVEL - the advantage of e-declaration is that we can send a link to employees and sometimes we are surprised because someone we have never talked to joins



# Online registrations

Online registrations  
with Geodata solution  
on Razem Silniejsi page

## Site administration

### ACCOUNTS

- 1. WebApp Administrators [+ Add](#) [Change](#)
- 2. Members [+ Add](#) [Change](#)

### WEBAPP CONFIGURATIONS

- Set up email accounts that receives notifications [+ Add](#) [Change](#)
- Social media links [+ Add](#) [Change](#)
- GDPR & Terms and conditions [Change](#)
- About Us [Change](#)
- Statut text [Change](#)
- Companies [+ Add](#) [Change](#)

### MAILER

- Don't send entries [+ Add](#) [Change](#)
- Message logs [+ Add](#) [Change](#)
- Messages [+ Add](#) [Change](#)

### Recent actions

#### My actions

- [Change](#) vladisla Member
- [Change](#) mariakh Member
- [Change](#) aldona Member
- [Change](#) aldona Member
- [Change](#) ankik@ Member
- [Change](#) ankik@ Member
- [Change](#) kamilog Member
- [Change](#) kamilog Member
- [Change](#) piotrma Member
- [Change](#) jakub.h Member



Select member to change

IMPORT EXPORT ADD ME

FILTER

By active

All

Yes

No

Search input field with magnifying glass icon and 'Search' button

Action: [dropdown] Go 0 of 100 selected

<input type="checkbox"/>	GET NAME	RESOLUTION NO	RESOLUTION DATE	EMAIL ADDRESS	ACTIVE	PAGE 1	PAGE 2	APP FOR ACCOUNTING	RESEND LINK
<input type="checkbox"/>	Test Test	<input type="text"/>	<input type="text"/> Today	grzegorz.prujszczyk@cozz-uni.org		-	-	-	Resend activation
<input type="checkbox"/>	P	<input type="text"/>	<input type="text"/> Today	lu		Pag1 preview	-	Accounting page preview	Resend activation
<input type="checkbox"/>	G	<input type="text"/>	<input type="text"/> Today	st		Pag1 preview	-	Accounting page preview	Resend activation
<input type="checkbox"/>	Z	<input type="text"/>	<input type="text"/> Today	ju		Pag1 preview	-	Accounting page preview	Resend activation
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# DEKLARACJA CZŁONKOWSKA



1. Ja niżej podpisany/a deklaruję wstąpienie do Niezależnego Samorządnego Związku Zawodowego „Solidarność”. Oświadczam, że będę stosował/a się do postanowień Statutu Związku, w szczególności zobowiązuję się do regularnego opłacania składek związkowych oraz wyrażam zgodę na potrącanie składki przez pracodawcę z mojego wynagrodzenia.
2. Wyrażam zgodę na przetwarzanie poniższych danych osobowych w związku z realizacją celów statutowych NSZZ „Solidarność”.
3. Wyrażam zgodę na przetwarzanie poniższych danych osobowych w celu wydania legitymacji elektronicznej.
4. Potwierdzam, że otrzymałem klauzulę informacyjną zgodną z tzw. RODO stanowiącą załącznik do Deklaracji Członkowskiej NSZZ „Solidarność”.

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WOŁOSKA

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# Online registrations

Online registrations  
with COZZ wordpress plugin

# **Databases and mass communication**

# Databases and mass communication

- Databases
  - Spreadsheets (“Excel”)
  - CRM’s
- Mass communication
  - 1:1 communication via text messages, telephones
  - mailing (newsletters, transactional emails)
  - text messages
- Big organising

# Excel

- spreadsheets can work for small organizations
- worth committing time to learning the software you use for them
  - pivots, calculations, mass correspondence are your friends
- allows you to use the data in other tools
- there are better solutions

# Customer Relationship Management - CRM

- advantages
- cost traps
- possible open source contenders
  - Odoo CRM
  - CiviCRM
  - vTiger
    - UHR case study

# 1:1 and mass communication

- contact database only makes sense if you use it
- select the right channel for the message
- bulk and automation
- communicators
- PBX and phone banking
- bulk sending
  - sms
  - mailing
- CRM's
- Mautic

# Big organizing

- mass scale requires infrastructure and organisation
- this can be achieved with surprisingly little costs with help of motivated people
- worth reading: "Rules for revolutionaries" - Sanders campaigners book
- technology can supercharge activists efforts

# How to AI responsibly

# How to use AI

- current “AI” is not AGI (Artificial General Intelligence)
  - difference between LLM and AGI
- risks
  - T9 is not "intelligence"
  - buzzword for investors
  - AI bias
  - cost
  - disruption

# Creating with AI

- can provide us with text, images, sound and even whole songs or video sequences on the spot
  - automatically associated with cheap/fake content
- suitable where we need inspiration
- critically important: you have to be very careful about the factual aspects especially legal

**Selfhost;  
look professional on the cheap**

# **Selfhost; how to look professional on the cheap**

- domain
- site
- server
- wordpress
- sample costs
- useful tools for the website

# Selfhost - costs

- if you order the site from someone:
  - 1000-5000pln per site, ~100pln or more per month for hosting/admin
- if you do it yourself:
  - hosting and domain; ~250pln per year
  - hetzner
    - 36€ in the first year (~155), thereafter 26€ (~110) + domain cost
  - ovh
    - 32.32€ per year (~140) + free domain in the first year
    - also a good option for cheap domains
- preparation of the basic site
  - person - single day
  - novice - a few days

# Useful tools for Wordpress

- Perfecty Push Notifications
  - push notifications
- Forminator
  - forms / surveys / petitions / contact forms
- WebinarPress
  - embedding webinars and webinar registrations on the website
- Polylang
  - translations
- ActivityPub
  - makes your page a part of the Fediverse ecosystem
- plug-ins for automatic publication on social networks
  - easier to post from us to them, then getting content out

# GDPR

# GDPR

- legal issues
- awareness
- security
- reporting
- people have rights

# Legal basics

- obtain consent with specific purposes
- minimization and time constraints
  - only as much personal data as is logically necessary
- best - don't transfer data, or have an agreement ready

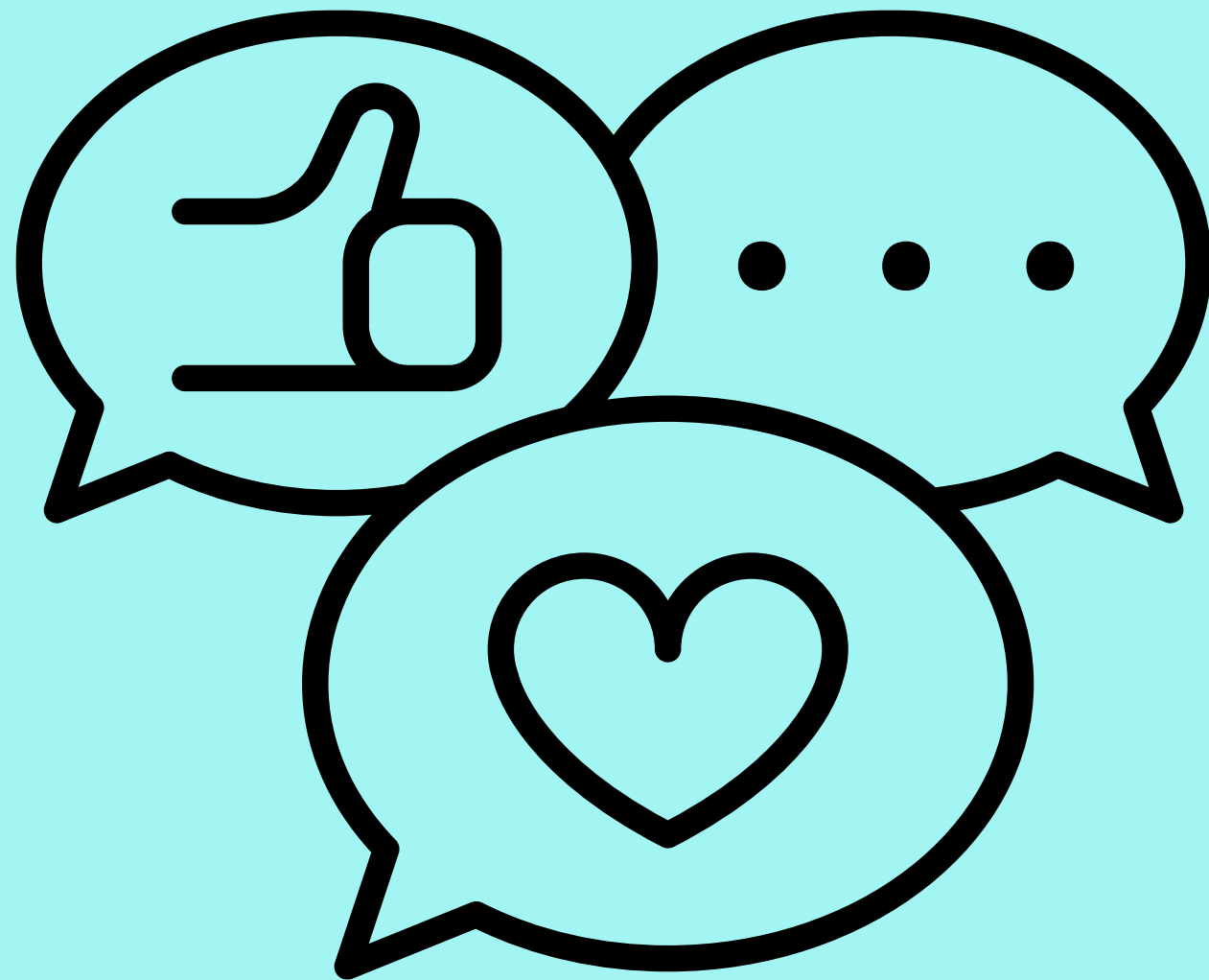
# GDPR

- awareness
  - it's our responsibility to understand how to protect the data
- security
  - encryption, physical barriers, passwords, access control
  - above the micro level - procedures
- reporting
  - violations (72h!)

# GDPR - peoples rights

- right to information aka duty to inform
  - who processes personal data, for what purpose and on what basis
  - information clause should be wherever we collect data
- withdrawal of consent for processing
- to be forgotten
- correction
- restriction of processing
- objections
- the most frequently neglected right: to information

# Digital Up Training Evaluation Survey



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