



# Guidance for Organisations



## Data protection in the retail industry



### Protecting privacy

The law provides a framework to protect your customers and employees personal information. It can also protect your reputation, business and give you a competitive advantage.



### Awareness is growing

Customers and employees are more aware of their data protection rights. Non-compliance could result in a legal claim and public exposure you don't want.



### Data Protection Officers

Certain retail organisations have to appoint a dedicated Data Protection Officer. Find out if this applies to you and act accordingly.



### Personal Information includes images

Any CCTV images you collect of customers and staff must be 'fairly' obtained. You need to provide adequate notice of CCTV use.

If you have an online presence and use photos of customers or staff you'll need a robust privacy policy in place.



### Subject access requests

Most complaints to JOIC are about subject access requests. They're often used to bring a complaint or a claim against you. You should know how to handle these requests.



### Good personal information management

If you have a large number of staff or customers, the data protection framework allows you to adopt simple but effective strategies for managing personal information.



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