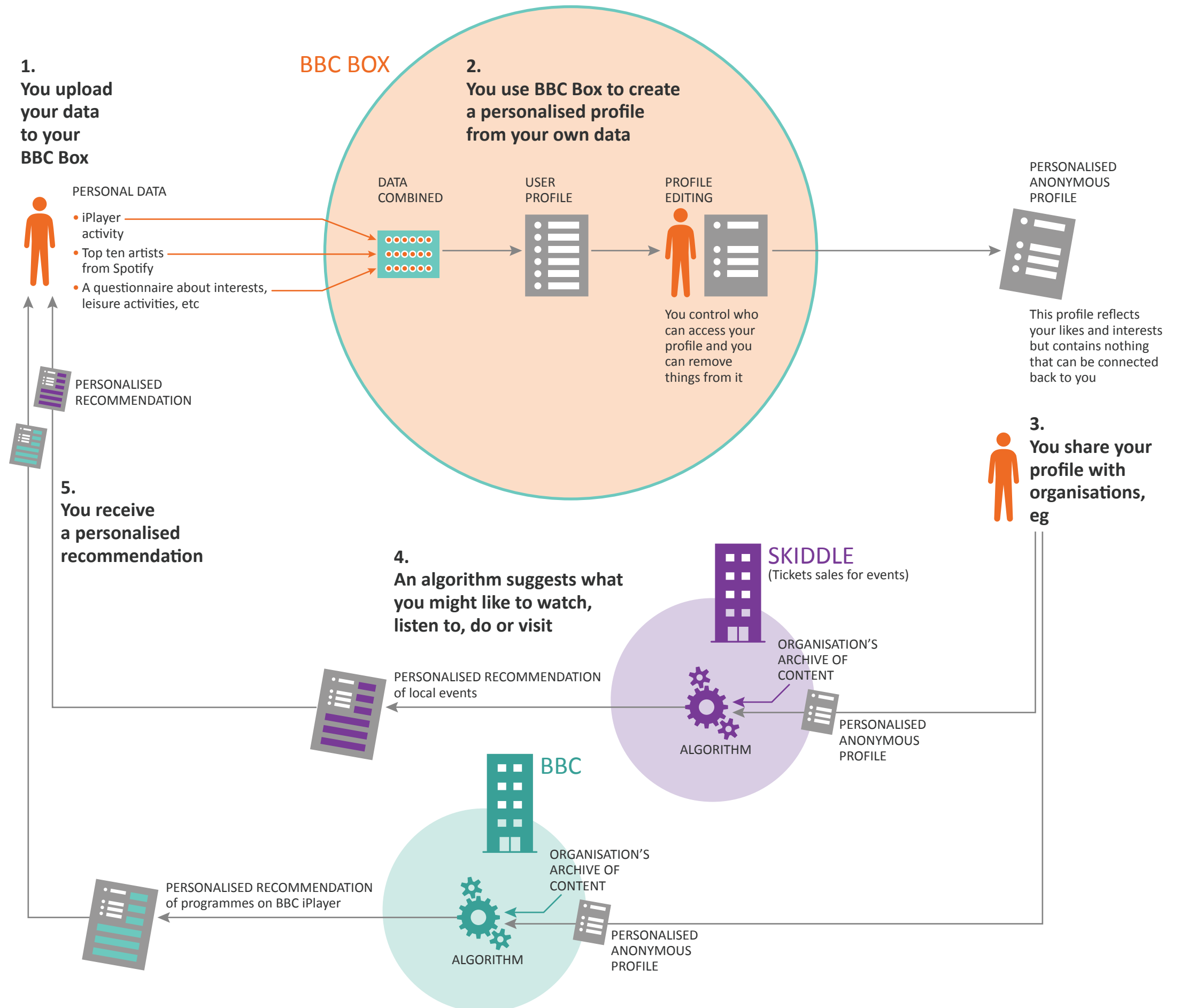
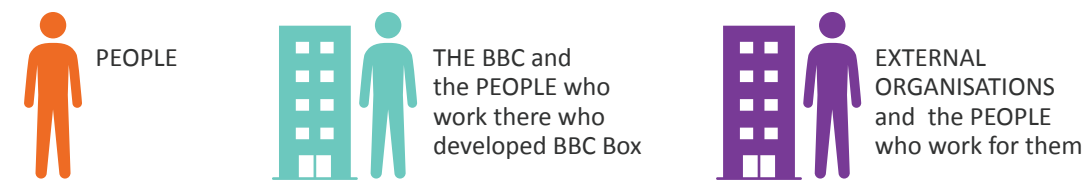


A. BBC Box

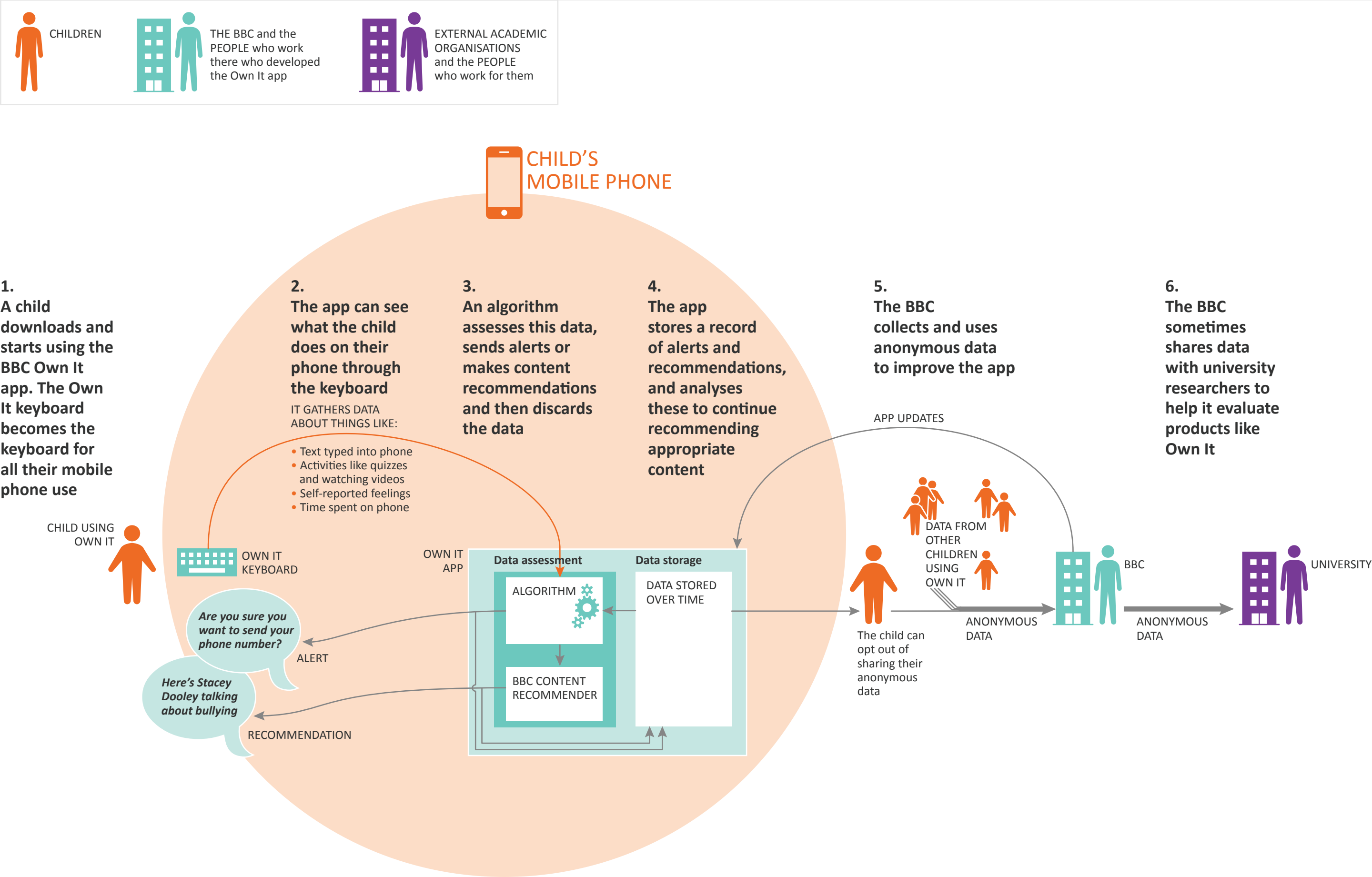
With BBC Box you can create a profile of your likes and interests that is anonymous

And share this profile with organisations to receive personalised recommendations for things to watch or do



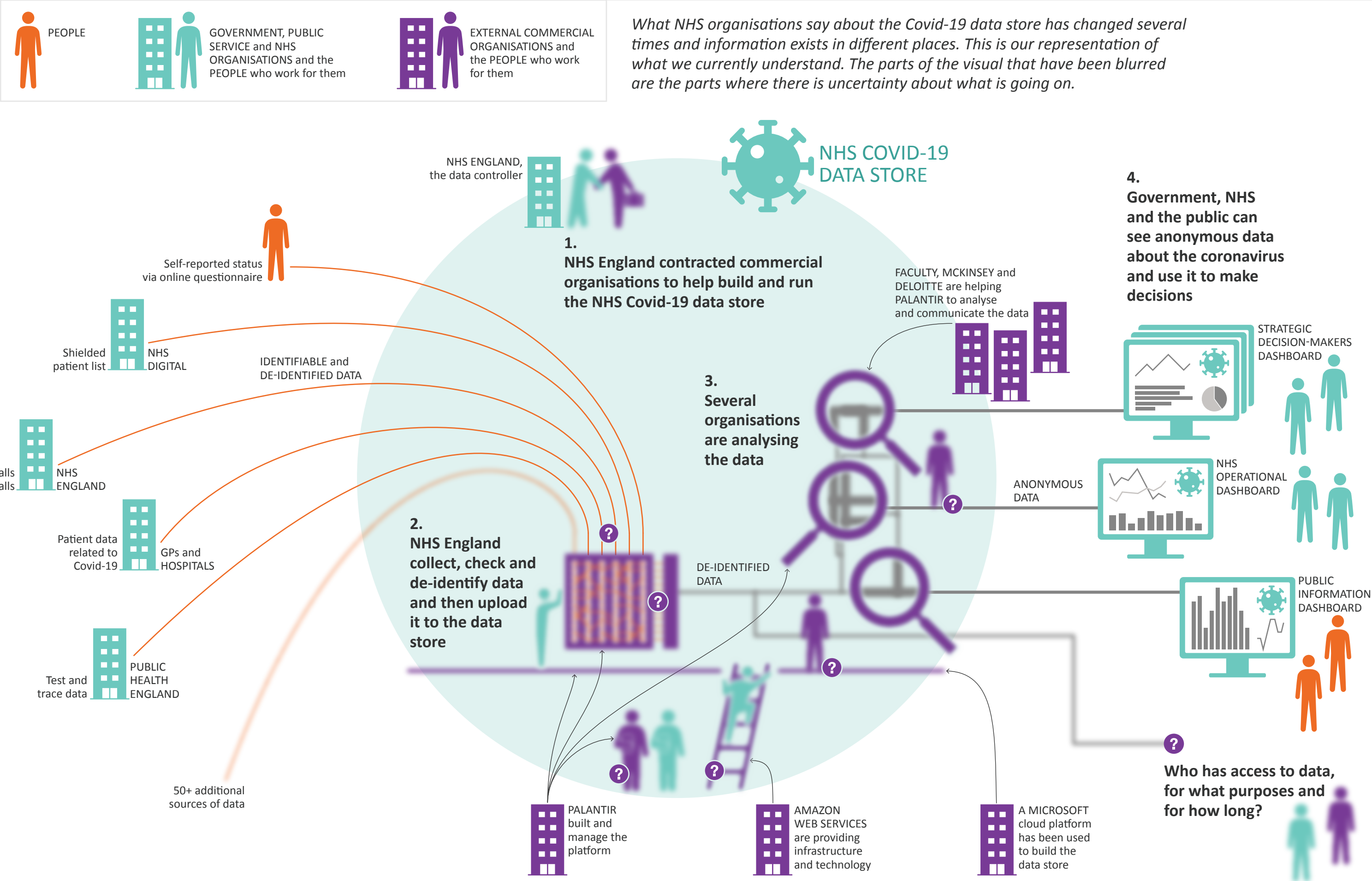
B. BBC Own It app for children

Children receive real-time, well-being advice and content recommendations and no identifiable data leaves their phones



C. NHS Covid-19 data store

A national, secure data store to hold data in one place to help national organisations responsible for coordinating the Covid-19 response



D. Data ownership & control

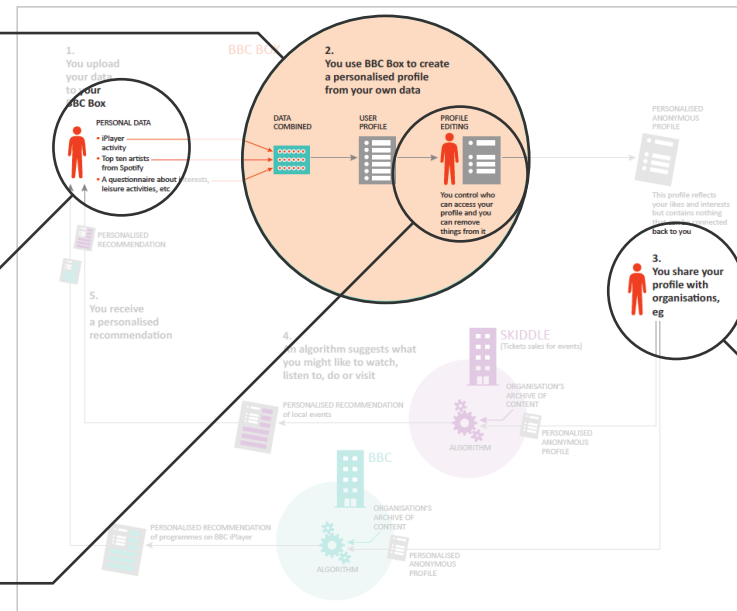
These examples address or raise issues relating to who owns and controls data about you

BBC Box

BBC Box users are the controllers of their data

Users control what data to upload to the box

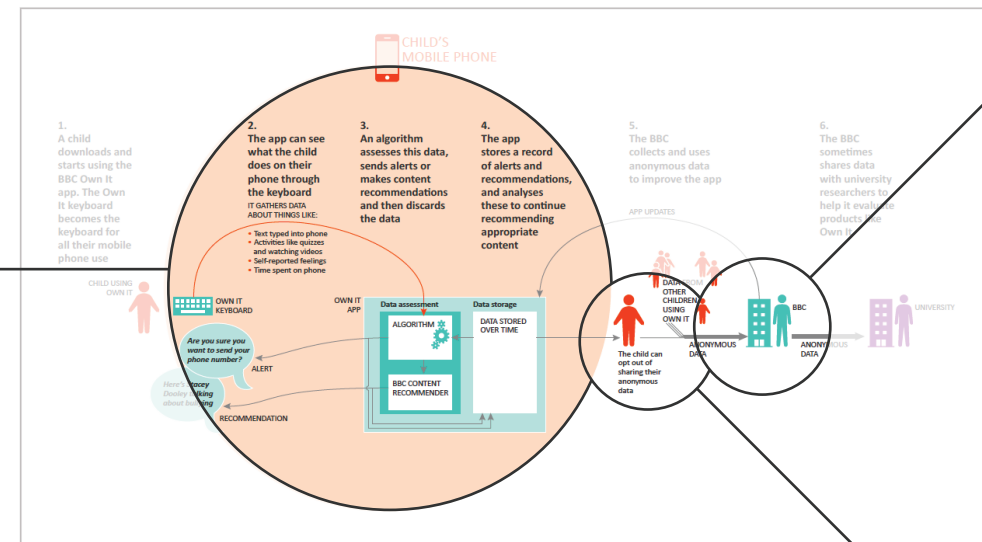
Users control who can access their profile and they can remove things from it



Users control whether to share their profiles to organisations in order to receive recommendations

BBC Own It app for children

The BBC states that all identifiable data stays on the child's phone or device

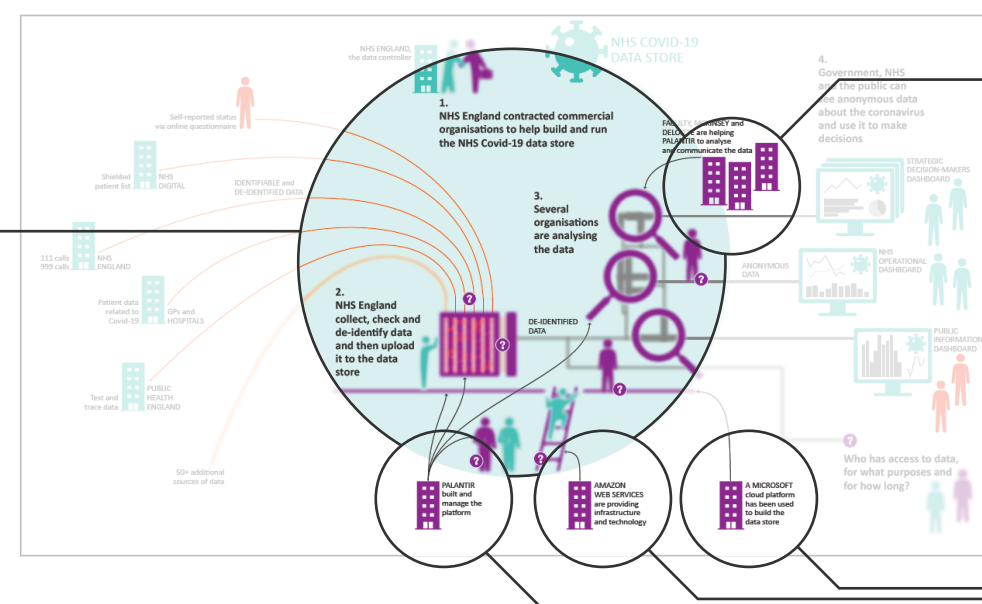


The BBC collect anonymous data to improve the app

The child can control whether their anonymous data is shared by turning off this feature. Information about how to do this is in the Information for Parents section of the app.

NHS Covid-19 data store

The NHS are the legal data controllers



The NHS have contracts with commercial organisations so they can access the data to enable them to act as data processors. However, not enough detail has been provided about these contracts. We don't know who has access to data, for what purposes and for how long.



PEOPLE



GOVERNMENT and PUBLIC SERVICE ORGANISATIONS and the PEOPLE who work for them



EXTERNAL COMMERCIAL or ACADEMIC ORGANISATIONS and the PEOPLE who work for them