

KEYRING

BACKGROUND

KeyRing is a UK-based not-for-profit that works with adults who need support to live independently, build essential life skills, and actively participate in their communities. The organisation's approach combines practical support with meaningful activities tailored to individual needs. Since 1990, their support has started with the simple question, 'What do you want from life?'

As a recipient of The DPO Centre's Charity and Community Fund, KeyRing accessed expert data protection advice at a significantly subsidised rate. The goal was to identify gaps in compliance and implement practical improvements that could strengthen accountability without disrupting the organisation's vital work.

KEY CHALLENGES



IDENTIFYING
COMPLIANCE GAPS



UPDATING TRAINING
MODULES



OBTAINING MEDIA
CONSENT

KeyRing
... We're Life Changing

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Helen Bradley, Director of Resources at KeyRing

SOLUTIONS

KeyRing was already performing well in key areas of data protection, achieving a high score in their initial audit. The designated Data Protection Officer (DPO) worked closely with KeyRing's leadership and teams to build on this strong foundation, identifying where risks could be further reduced and processes optimised. A clear set of priorities and practical recommendations was then agreed, providing KeyRing with a clear roadmap.

One focus area was the organisation's mandatory training, which was complex and broad. The DPO worked closely with the Learning and Development Manager to redesign the training to make it more relevant to staff roles. This included simplifying the content, introducing annual refresher modules, and embedding KeyRing-specific examples to increase relevance and engagement.

To support transparency and strengthen accountability, the DPO also reviewed KeyRing's media consent process. A clearer, more granular form was introduced, alongside a 3-year validity period and easy-to-follow withdrawal process to ensure the people they support could easily change their minds at any time.

OUTCOME

Helen Bradley, Director of Resources at KeyRing, said: 'Our DPO was very thorough and patient with us. We had several projects running, so we weren't always able to respond as promptly as we should have, but he persevered. It has been a really useful experience to know we were definitely on the right track in many areas and where we can improve. Thank you!'

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