

# National Data Strategy Forum Trust in Data Working Group

## Terms of Reference

### 1. Context

- a. The National Data Strategy (NDS) Forum is a series of discussions co-chaired by DCMS and Sue Daley (techUK) during the course of 2021.
- b. In the first Forum, participants identified priority areas that should be the central focus. One of the most prominent themes was that of **public trust in data use**.
- c. These Terms of Reference (ToR) therefore set out how it is intended for the Forum participants to best support efforts to build the public's confidence in data use, including actions to increase awareness of the public benefits of trustworthy data use by both the public and private sector. These terms of reference are only for NDS Forum Trust in Data (TID) Working Group.
- d. The Centre for Data Ethics and Innovation (CDEI) has been commissioned by the Department for Digital, Culture, Media and Sport (DCMS) to lead the work involved in the NDS Forum TID workstream, collaborating with the NDS Forum to make the most of the expertise and capabilities of its members.

### 2. Scope

- a. The CDEI will be taking a two-phased approach to its TID work. The first will be building out the evidence base of public attitudes research and case studies. The second will be developing and implementing a strategy which aims to improve how data-driven stories are communicated, ensuring that communications are transparent and focus on public benefit.
- b. With that in mind, there are three main ways that the CDEI will work with the Forum. **First**, to **support the CDEI's research into public attitudes** to data use, the CDEI asks that members bring to the Forum materials which may contribute to the evidence base, using their own networks to help seek out research which exists in this area. Where participants have specific expertise in social research and could offer their services, the CDEI will engage directly to scope out how an offer might best complement ongoing research it is undertaking. We would also welcome suggestions about how best to collate this research in a way that enables the identification of themes, contradictions or evidence gaps.
- c. **Second**, we aim to leverage the knowledge of members to help bring together content to build into ongoing communications and engagement planning. This will involve asking the membership to **provide case studies and examples** which demonstrate where data and data-driven technologies have been responsibly used to help address major societal challenges, for example in healthcare or in the efforts to combat climate change. We would also ask for case studies where the narrative around data use has

been negative or inaccurate. A full brief which describes what kinds of case studies should be prioritised will be shared with members of the group.

- d. **Third**, Forum members will be asked to **take an active role in using their networks and platforms to help identify and amplify case studies** to meet the shared objective of increasing awareness of the positive role that trustworthy use of data and data-driven technologies can play across the economy and society. As the CDEI develops its strategy through the course of 2021, the role for participants will be further clarified.

### 3. Objectives

- a. Based on the above scope, the primary objectives of the Forum are:
  - i. To **create a shared database of case studies** where responsible data use has been or is being used for the public good.
  - ii. To **create an active and collaborative network** which can help raise public awareness of how responsible data use can improve lives, drawing from the case studies.
  - iii. To **create an improved understanding** of public attitudes towards data use.

### 4. Membership

- a. A subgroup of the overall NDS Forum will be formed to support this work.
- b. We invite any Forum participants to confirm to the NDS team whether they would like to join this subgroup, according to their expertise and capabilities which could help meet the stated objectives.
- c. By joining the TID subgroup, participants of the Forum will be contributing to an area of research.

### 5. Ways of working

- a. The content and agenda of the TID subgroup will be set by the CDEI. Invitations and meetings will be organised by the central NDS team, as part of their overall management of the NDS Forum.
- b. We anticipate that the subgroup will meet 2 times during the remainder of 2021.