

**OXFORDSHIRE KEY DATABASE**



**EDITORIAL POLICY (INCLUDING DATA PROTECTION CRITERIA)**

<i>Issue</i>	<i>Author</i>	<i>Date</i>	<i>Reason</i>
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**1. Statement of Purpose**

- a) **The Oxfordshire Key database provides information on community organisations serving Oxfordshire, to the public through the Oxfordshire Gateway partner organisations' websites.**

The Oxfordshire Key is a database of clubs, societies, voluntary groups, leisure groups, and other community and public service organisations and venues. To be included in the Oxfordshire Key, an organisation's services or activities must be available for anyone who lives in, works in or visits the county of Oxfordshire.

Records on the Oxfordshire Key database contain basic information such as contact details, location, scope of activities, opening hours etc. Links out to organisations' own websites are encouraged, as it is not the intention to replicate organisations' own information which might be more comprehensive than can be accommodated on the Key.

- b) Oxfordshire Gateway Partner organisations are:

- Cherwell District Council
- Oxford City Council
- Oxfordshire County Council
- South Oxfordshire District Council
- Vale of White Horse District Council
- West Oxfordshire District Council

- c) The Oxfordshire Key can be accessed via the web site of any of the local authorities listed above.

**2. Criteria for Inclusion**

- a) The organisation must offer services or activities within Oxfordshire to people who live, work or who are visiting the county. It may, however, be a national organisation and need not be based in Oxfordshire.

- b) The organisation must offer services in the subject areas covered below

- Amenity groups or services
- Arts (visual, music, dance, theatre, dance etc)
- Education
- Health
- Hobbies
- Housing
- Leisure
- Political groups
- Religion
- Special population groups including:
  - children, young people and families
  - older people
  - disabled people
  - women's groups
  - faith groups
  - ethnic community groups
- Training and employment
- Voluntary/Independent and Statutory sector services

c) Excluded organisations/services

The following types of entry will not be included in the database:

- i. Commercial services, unless there is a strong bias to providing a service to the public that is supportive of current Partner Services (e.g. the commercial organisation is part of a public/private partnership);
- ii. Individuals offering services such as private lessons or therapy;
- iii. Events based services (e.g. fetes, football competitions) – this is a possible future development of the Oxfordshire Key Database;
- iv. Any entry that fails to comply with legal and statutory obligations or the policies of partner authorities relating to obscenity, equality and diversity, copyright, defamation, etc.

d) Refusal for Entry

Should an organisation not provide data to the standards described in this document, the database Administrator may at their sole discretion refuse entry into the database for that organisation. A reason for refusal of entry will be documented and sent to the organisation if requested.

### 3. Minimum data requirements

a) Organisations are required to provide the following data at a **minimum** in order to be included in the Community Information Database:

- i. Official organisation name
- ii. Description of services provided
- iii. Public contact information - means by which members of the public can request the service:
  - this may be a telephone number, postal address or website link (see 3b for exceptions)  
Note it will not be possible to link this to a geographical area for searching if no location is given.
  - where there is a postal address, full post codes must be provided
  - e-mail addresses alone are not adequate as the only contact method – they do not provide enough public accessibility
- iv. Editorial contact information (telephone number and postal address) – for updating the data

b) Requests for suppression of information will be honoured. For example, women's refuges need not provide detailed contact information.

### 4. Confidentiality and Data Protection

a) Whilst by its very nature the database holds information that will be made publicly available, records will include data that will remain private to the database administrators (such as private contact details for record owners). Such contact information will only be accessible, through a password controlled system, to the database administrator(s).

b) Any non-public data held within the Database will be only be used for the following purposes:

- administrating the database (such as checking and updating records);
- publicising the database and the channels by which it is delivered.

c) Any non-public data held within the Database will not be passed to or shared with any third party for any purpose EXCEPT to partner organisations for the following purposes

- administrating the database (such as checking and updating records);
- publicising the database and the channels by which it is delivered;
- publicising the services of the Oxfordshire Gateway's partner organisations.

## 5. Data Validation

- a) Where feasible the data will be verified with the service provider. At times the service provider may not be the originator of the data. No organisation will be listed unless a representative of that organisation gives permission.
- b) Submission of formal constitutions or charitable registrations are not required to check the validity of an organisation.

## 6. Language and tone

- a) The descriptive fields of the database should use plain English throughout.
- b) Whenever possible the words submitted by the organisation will be used, but the database administrator(s) can make amendments to improve the text should they feel this necessary in order to meet the guidelines outlined below. Where possible, and depending on resources, these material changes will be checked with the Service Provider before publication.
- c) The following guidance for written style will apply:

“People rarely read pages presented on the web word-for-word. They will tend to scan through a page and select individual words and sentences. For this reason and to assist those with reading difficulties and those using assistive technology, it is very important that the information contained in a document is presented correctly. The correct use of bullet points, headings and summary paragraphs throughout a publication will ensure that the maximum number of readers will gain the information you wish to impart.

- Use plain language.
- Minimise punctuation, and avoid using colons and semicolons.
- Always avoid using too many words and overly long words.
- Keep text concise and simple.
- Always include summaries for documents.
- Use short sentences.
- Use single idea sentences.
- Use lists and bullet points whenever possible.
- Include the main idea in the first sentence of the paragraph. Use following sentences to expand the main point.
- Use concepts and terminology consistently throughout the document and website.

It should also be remembered that standards of English that are suitable for printed documents might not necessarily be suitable for the web. Text should be simpler and easier to digest, ensuring that every user can fully understand the information that is being presented.”

*Source: “Guidelines for UK Government websites: Illustrated handbook for Web management teams”*

## 7. Administration

- a) The Oxfordshire Key is administered by Oxfordshire County Council on behalf of the six local authorities within Oxfordshire.
- b) To contact the database’s administrators direct, please email [Oxfordshire.Key@oxfordshire.gov.uk](mailto:Oxfordshire.Key@oxfordshire.gov.uk).