

B.1: Talking Points — Describing and distinguishing your IDS

IDS are not the only groups sharing and analyzing data about their communities. It is important to be able to describe what makes the IDS special and valuable to the community, both to avoid confusion and to prevent the IDS' activities and reputation from being conflated with public perceptions of other organizations. Each member of the IDS should be able to clearly articulate the IDS' mission and commitment to privacy.

Key strategies and messages:

› Distinguish the IDS from other data-driven organizations.

- Our IDS is an interdisciplinary group of public servants dedicated to helping improve our community, not driven by a political or academic agenda or commercial gain.
- Our IDS is funded by _____. We do not sell or share administrative data for advertising or any other purpose. In fact, that would violate our strict ethical and privacy policies/be illegal.
- Our IDS sees the value in [other organization's data-driven work], but our focus is on _____.

› Show the value of integrated data (and the risks of *not* integrating it).

- We see data as a public good. Our IDS wants to use integrated data to make our community's public services more effective and efficient for everyone. For example, in other communities IDS have successfully _____.
- Our IDS' approach focuses on understanding people as individuals (that interact with a range of services) as well as the complex needs of our community as a whole, rather than reducing people or groups to data points.
- We are working hard to mitigate the privacy risks of integrating data, but we are also considering the risks of *not* integrating data, including _____.
- Combining information that our public services already collect means we aren't wasting time and money collecting the same data over and over again, and helps us minimize our data footprint.

› Create confidence in the IDS' commitment and ability to protect privacy.

- Privacy is paramount to our work, and we follow strict ethical and legal guidelines to protect it, such as _____.
- Our agencies have meaningful technical, procedural, organizational, and legal safeguards to protect your privacy, including _____, _____, and _____. (See Appendix A.4 for potential safeguards).
- Our agencies have collected and protected this information—such as education records, health care data, and criminal justice records—about our community for decades. Our staff are well-trained in safeguarding your privacy, and this experience is now guiding the privacy practices to maintain the same high standards in a digital world.

› Monitor public perceptions of peer organizations and other data-driven government activities.

- Our IDS uses administrative data to evaluate social programs and make them more effective, not to take away anyone's services or benefits.
- Our IDS includes data that is already collected by public agencies; we do not collect new data at all.