

Stage 1: Project Overview

DPIA Reference	DPIA1370
DPIA Title	Bitly - QR Code Generation and URL Shortening.
<p>Executive Summary of Proposal</p> <p>This is provided to Information Governance Steering Group and Safety and Risk as an overview of the project. It is also published on the website and should provide the public with an understanding of the information asset and how data is protected as a standalone statement.</p> <p>1) What data is being processed?</p> <p>2) What is the data being used for? What are you trying to achieve?</p> <p>3) Who will be involved? <i>(Please reference job titles, not named individuals)</i></p> <p>4) Why do we need a DPIA?</p> <p>5) Does it relate to a current information asset?</p> <p>Please explain the proposed project in such a way that someone without a clinical background can understand.</p> <p>Please define all acronyms.</p>	<p>Bitly provide quick response or QR code generation, QR is a type of barcode that can store a multitude of information. QR codes are used within the trust to enable quick access to information and websites by all users including patients, visitors & staff.</p> <p>Bitly also provides A URL shortener, also known as a link shortener. Link shorteners work by transforming any long URL into a shorter, more readable link. When a user clicks the shortened version, they're automatically forwarded to the destination URL.</p> <p>Due to the way in which Bitly performs it back end processes, a DPIA is required as IP location along with the use of cookies is collected.</p>
Date Ratified	27 March 2023