

# Sea Angling Diary – how do we protect your private fishing information?

A lot of sea anglers will be cautious about providing information about where they fish and what they catch. That is **perfectly understandable** – you don't want everyone knowing your favourite marks, where you caught that specimen fish or where you go for particular species.

**We have worked with sea anglers for over five years** to make sure you can be confident that the vital information you give via the Sea Angling Diary is safe and that you do not share what you do not want to.

Some anglers want to give general information, but others want to record precise details and share information. We have created ways to handle both of these.

**This is what we do...**

## Setting LOCATIONS

1. Whether using the app or the online tool, **when you put in details of a session** you have the **choice** of selecting the point that you were fishing at. This does not have to be exact, but can be if you want it to be. You can use the pointer on the Google map function to do this when you set up a session – and it is up to you.

### Add Session Details for November 2021

Help +

**Date of Session:**  
01/11/2021

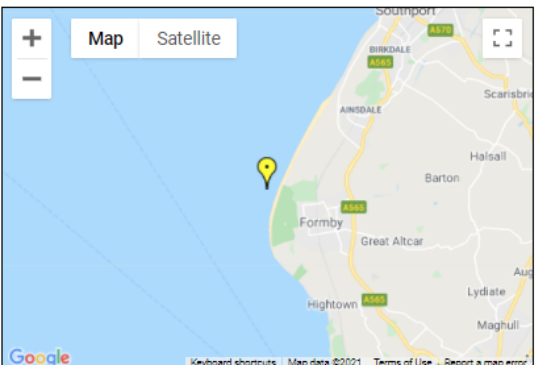
**Location:**  
Enter new Location

**Enter new Location Name:**  
Formby

Enter a location by clicking on the map OR enter a latitude & longitude below

Alternatively, enter your own latitude & longitude +

See previous locations

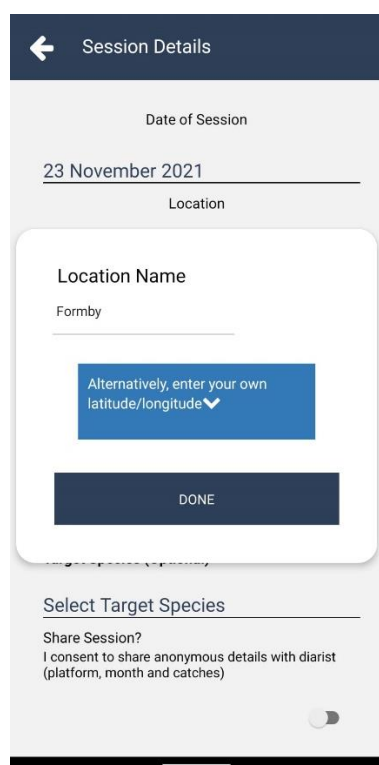


People use this in **different ways**, as they want:

- Some people select the **nearest coastal town or village**, so they are not recording their precise location.
- Some people select a point **near to** where they fish, but not exact.
- Some people record **the precise location** for their own records and do so.

The point is that it is **YOUR decision**.

2. **If using the app** there is an option to use '**Current location**' when entering session details. This *will* use your GPS and will be more accurate. However, **you do not HAVE to do this** – you can select using the map pointer instead, or select from your previous locations. If using the online tool, this isn't an option.



The screenshot shows the 'Session Details' form. At the top, there is a back arrow and the title 'Session Details'. Below this, the 'Date of Session' is set to '23 November 2021'. The 'Location' section is highlighted with a white background and contains a 'Location Name' field with 'Formby' entered. Below the field is a blue button that says 'Alternatively, enter your own latitude/longitude'. At the bottom of this section is a dark blue 'DONE' button. Below the location section, there is a 'Select Target Species' section and a 'Share Session?' section with a toggle switch.



## LIVE SESSION Locations

1. We now have a new feature on **the app** (not online tool) which allows you to **record your session 'live'** – you click start and it will use your GPS to track where you fish and where you catch fish. This was developed because diarists told us they wanted to record this information.

2. It is **completely optional** – you do not have to use this if you don't want to. Also, you cannot **accidentally** use Live Tracking and nor does it do it 'in the background' – you have to set your phone up in a way to make it possible to use live tracking. So there is **no possibility for you to track a session by mistake**, or for

us to collect that information without you expressly setting it up. Even if you click 'Live session' **by accident**, if you haven't also gone into app settings and enabled tracking, it will not happen.

## Protecting your INFORMATION

1. All information you provide is **stored completely securely** on Substance's own servers – and we are accredited by ISO27001 for Data Security. That is the highest form of data security accreditation and is audited annually, with a full re-certification every 4 years.

2. Even if you provide very accurate data on your fishing session locations, **we do a number of things to protect it** – and protect your marks:

- Before we analyse anything we **anonymise** all data so none of it is attributable to you.
- We then apply what is called a **'jitter' to the Lat Long** of the session locations and to postcodes. This means we 'move' Lat Long randomly a small degree so when we are analysing it with Cefas, it is not the exact marks/locations that you have recorded.
- Our **analysis** use data from many different anglers to generate catch and economic value results at a *general* level (eg UK, country, ICES or other area). We never publish individual angler information.

## SHARING Session Locations

In 2019, due to **feedback** from diarists, we created a function so that diarists can **share their sessions** with other diarists (this is the **'Shared Dashboard'** that you can access on the tool/app).

**Share session?**

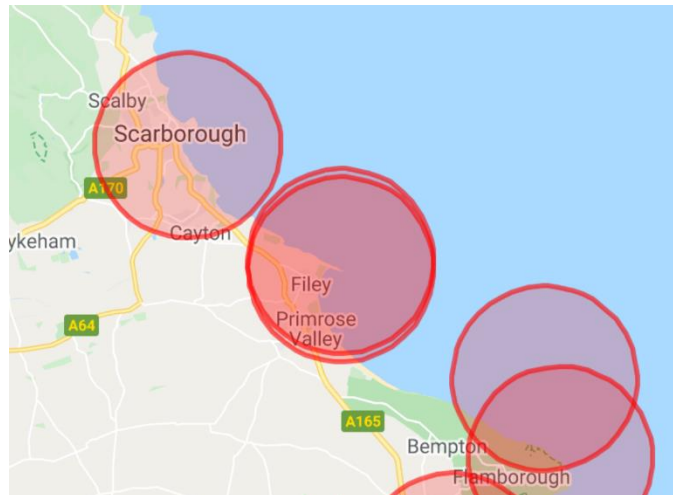
I am happy to share some details of this session (platform, month and catches) with other diarists. Locations will be randomly adjusted so specific marks are not shared and details will be anonymous.

Save

This is only accessible for diarists on the project and is not something we use at all in our data analysis. To reassure you about this function:

- It is **completely voluntary** – some always choose to do this, others never do it. It is **completely up to you**.

- To share a session, you must **actively decide** to do this for each session you record, on a session-by-session basis – you cannot accidentally share all your information.
- On the shared session dashboard, we ‘jitter’ and ‘hide’ locations specifically to protect marks – this means we apply a randomised adjustment to the Lat Long on *all* shared sessions and we also put a 5km circumference around it, so we are not sharing specific marks. This means no specific marks are disclosed at all. It looks like this:



- Once shared, you can go back and **‘un-share’** a session if you change your mind, or request we do that, if done in error.
- ALL shared sessions are **only accessible to other diarists**, none of this is published or disclosed anywhere else at all.
- Sessions that are not shared are not available to anyone but us and are only used in aggregated data analysis described above.
- There is also **no function to share sessions that are ‘live tracking’ sessions**. It’s not possible to do this.

## DELETING information

If you want to delete a session (live or otherwise) you have entered they can do so at any time yourself. Alternatively, you can ask for any data to be deleted by us – that’s your right under data protection law.

## Contact us

If you have **any concerns** at all about how your data is handled, how you should enter data and what we do with it, please contact us. We are always here to help and to provide more information.

**Contact:**

**[seaanglingdiary@substance.net](mailto:seaanglingdiary@substance.net)**