



GMB LONDON REGION

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GMB YOUR VOICE IN ASDA

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Say No to unauthorized WhatsApp groups

Dear members,

Over the last year, an increasing number of managers and section leaders have set up WhatsApp groups to communicate with colleagues.

This practice breaches Asda's policy and GDPR, especially when individuals are added without their explicit consent.



Key Points:

- Policy Reminder: Asda's Social Media Policy clearly states that WhatsApp **must not be used** as a means of work communication.
- GDPR Compliance: Adding individuals to WhatsApp groups without consent is a **serious GDPR breach**.
- Improper Use: These groups are being used to share rotas, guidance, and training materials, which should instead be communicated through official channels.

What You Can Do:

- Take Ownership: You have the right to refuse inclusion in any unauthorized WhatsApp group.
- Stay Informed: Use only the approved communication channels for any work-related information.

Your privacy and data security are paramount.

SAY NO TO UNAUTHORIZED WHATSAPP GROUPS!

Stay safe and ensure compliance with company policies.

If you are impacted by this issue and would like support or advice, please contact our office directly at 01603 626492, or visit our GMB Members' Support Centre at www.gmb-asda.com/support

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