HM Government

Trusted Research Partnership toolkit

Contents

1. Information about the campaign and objectives

2. Our 9 core messages

3. Information about the Trusted Research site

4. Social assets and supporting copy

5. Digital Display assets

6. Example emails

7. Blog posts

1. Information about the campaign and objectives

The UK's research and innovation sector attracts collaboration and investment from across the globe. International research collaboration has huge benefits but there are also risks. Those working in academic research need to understand these risks and how to protect their research and staff.

The UK Government has developed Trusted Research Guidance to help UK academics and research organisations understand and manage the potential risks to international research collaboration.

Trusted Research is here to help researchers, UK universities and industry partners make informed decisions when working with international collaborators. The advice is designed to help you protect your research from theft and exploitation, ensuring that your work is safe and your reputation remains intact.

Our campaign is designed to inform our academic audience about the risks to their research, give them guidance on how they can keep that research safe, and drive them to the Trusted Research webpage to put that advice into practice.

2. Our 9 core messages

These are the key messages used across the campaign. Social and digital display assets can be found on Page 6.

Are you being targeted?	You should be aware of the current cyber security threat to UK universities and academia. Learn about the risks today. Your personal data and intellectual property are under threat from cyber criminals. Learn how to protect your research today
Are your ideas worth stealing?	Your ideas could be valuable to specific kinds of people. You need to consider the consequences of what would happen if your research fell into the wrong hands. If your research could make you a target you should think about the appropriate steps you need to take to protect your research, including your personal and data security.
Is your research attracting the wrong people?	It's the responsibility of each researcher to check who's getting involved in their work. Researchers should look into the background and connections of their research partners. If the wrong people had access to your work, what might they be able to do with it?
Could your work end up in the wrong hands?	It's each researcher's responsibility to make sure all elements of their work are kept secure. You need to make sure that you are up to date on the latest regulations and are storing data, personal information and other parts of your research securely.
How is your research being used?	Research may be applied in different ways that weren't intended by the researcher. It's important to think about how research results could be used and consider how to prevent partners or other people with access to research from doing this inappropriately
Who's funding your research?	It's the responsibility of each researcher to check their funding sources. They should think about: - What interests they represent and whether they conflict with their own - What controls are in place – who owns the research, what can funders do with the research
How well do you know your research partners?	Researchers should look into the background and connections of their research partners and be clear on: - Whether they have any conflicts of interest with other research - Whether and how they represent or are connected with other organisations/countries
How much is your reputation worth?	Security breaches, inappropriate or unethical use of research or dubious funding sources can all impact on your reputation as a researcher. They can make securing future roles and funding more difficult.
Securing your research doesn't end at cyber	Academics are responsible for all due diligence related to their projects, and they need to think beyond just protecting themselves from cyber security issues. They need to think about: - protecting raw data - personal information being collected - checking the background of partners - understanding their funding sources and how their partners could use their research

3. Information about the Trusted Research guidance

You can find the Trusted Research guidance here:
https://www.cpni.gov.uk/trusted-research-guidance-academia

The guidance contains a whole host of information that will help academics working in STEM to get the most from working in collaboration with others as well as protecting their own work. The webpage covers areas from general information about the kinds of risks that academics can encounter during their research, to checklists on how they go about performing appropriate “due diligence”.

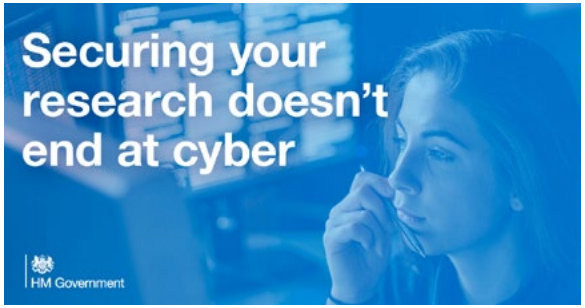
It also signposts you to help and support if you have a particular issue, for instance:

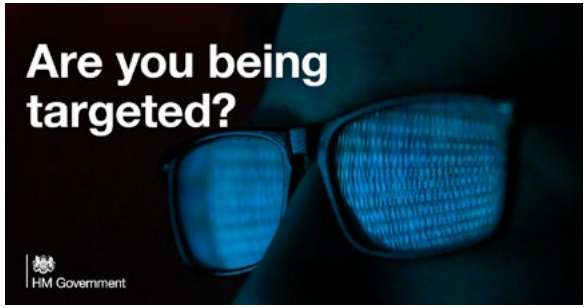
- Guidance on what questions you should ask potential funding or research partners
- Information about human rights in different countries
- Export controls and how to manage them
- Toolkits from partners such as the Intellectual Property Office
- Keeping your research secure when presenting at or attending overseas conferences

4. Social assets and supporting copy

Facebook and Twitter formats

LinkedIn formats





4. Social assets and supporting copy

Social messaging

Asset headline	Supporting social copy
Are your ideas worth stealing?	Your personal data and intellectual property are under threat from cyber criminals. Learn how to protect your research today.
Is your research attracting the wrong people?	You should be aware of the current cyber security threat to UK universities and academia. Learn about the risks today.
Do you know how your research is being used?	Your research could be used to benefit unethical activities abroad. Learn more about effective due diligence today.
Are you being targeted?	You're a target for phishing attacks trying to trick you into revealing sensitive data. Learn how to protect your research today.
How much is your reputation worth?	Your reputation and the reputation of your institution could be damaged if your research was exploited by the wrong people. Learn how to protect your research today.
Who's funding your research?	Make sure you know exactly how your research is being funded. Learn how to protect your research today.
Could your work end up in the wrong hands?	Your research could be used by organisations that don't share your ethical values. Learn about effective due diligence.
How well do you know your research partners?	You have a part to play in protecting UK universities and academia. Learn more about safeguarding your research today.
Securing your research doesn't end at cyber	Your research could be vulnerable if you don't secure it now. Learn how to protect your research today.

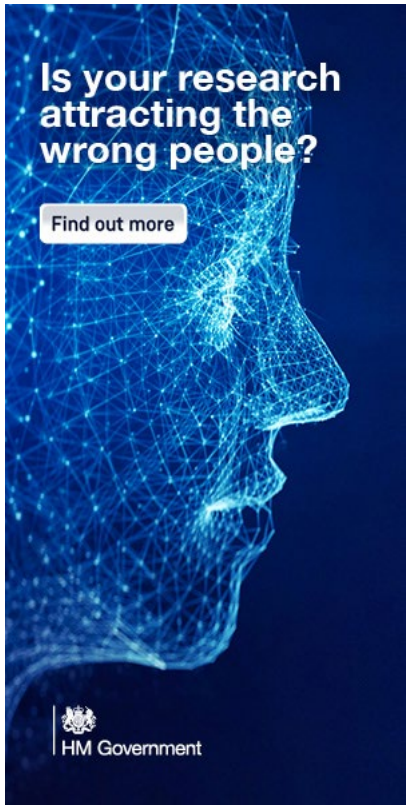
Social media examples

Facebook

Twitter

LinkedIn

5. Digital Display assets



DMPU 300x600

MPU 300x250

LREC 336x280

Billboard 970x250

Leaderboard 728x90

6. Example emails

Email - Introduction

Email subject: Is your research safe?

Body:

How often do you think about the safety of your research? Your work is not only important to you, it may also hold valuable information that others want to steal.

For academics in STEM, working in partnership with others across the world can be a rich and rewarding experience but there are various risks you need to be aware of. Cybercrime could damage your research and you need to ensure you're doing all you can to protect against it. We have partnered with the Centre for the Protection of National Infrastructure, the government authority for protective security advice, and the National Cyber Security Centre, to help you. Together, we have created Trusted Research to give you the tools and knowledge you need to keep your research protected every step of the way.

Attacks can come from a number of sources, from criminals interested in stealing personal information to foreign intelligence services and state sponsored hackers targeting sensitive or commercially valuable research and IP. CPNI works with UK universities, specialists and industry partners to ensure you and your teams can identify potential risks and make informed decisions when working with international collaborators. They're also there to help you protect research and staff from potential theft, misuse or exploitation and help you ensure that your work is safe and your reputation remains intact.

To find out more about how to protect your research please visit
https://www.cpni.gov.uk/trusted-research-guidance-academia

Email - Understanding the scope of your responsibility

Email subject: Your research and data is your responsibility

Body:

Your research is your responsibility. Are you doing all you can to protect it and your reputation?

The Centre for the Protection of National Infrastructure has created Trusted Research in partnership with academic and industry specialists to help those in STEM manage and protect data effectively during research collaboration.

To ensure the data you hold is safe, you need to consider how you collect, store, share and manage it. This must be in compliance with personal data regulations and where appropriate, GDPR.

You should also be aware of the legal requirements and ethical implications of your work. It's important to ask yourself who has provided funding, and that you discuss IP ownership and any other potential conflicts of interest with funding partners.

It can feel intimidating putting all the correct processes in place, and that's why Trusted Research has broken each area of responsibility into an easy to follow checklist. Find out what other steps you can take to protect your work at **https://www.cpni.gov.uk/trusted-research-guidance-academia**

Email - Checking your source and funding partner

Email subject: Who is funding your project?

Body:

Your research is important and so is the source of your funding.

Applying for and securing funding can be rewarding, but it can also be a long and stressful process - and security considerations can fall low on the list of priorities. However, the safety of your research is your responsibility and there are a variety of issues that you need to consider.

These are just a few of the questions you need to ask yourself and your potential funding partners:

- Will this partnership help me reach the goal of my research?
- Have I carried out the right due diligence on funding partners?
- Does my funding address ethical or legal issues related to ownership of new processes or technologies?

Trusted Research outlines all of the questions those involved with STEM research should be asking and gives you the right information to make informed decisions when working with international collaborators. The advice has been created in partnership with academic and industry specialists and is designed to help you protect your research from theft and exploitation, ensuring that your work is safe and your reputation remains intact.

To find out more about how to protect your research please visit
https://www.cpni.gov.uk/trusted-research-guidance-academia

Email - Best practice to ensure security

Email subject: Are you doing all you can to safeguard your research?

Body:

Safeguarding your research is vital to the integrity of your work, your own reputation and the reputation of those you work with.

The data you hold is precious, so you need to make well informed and careful decisions about how you protect it during research collaborations. For example, the due diligence you conduct on potential partners should include consideration of the reputational, ethical and security risks of working with them. This is particularly important when working with partners in countries with different democratic and ethical values to the UK. And to remain effective in mitigating these risks, due diligence on partners needs to be reviewed on a regular basis.

It is also important that you control access to sensitive data, whether that is personal or research data. You should only allow users and partners with a valid requirement to have access to sensitive data, research and other parts of your networks.

It's only by checking regulations and putting in place processes for safe day-to-day practices that you and your research can be safe. Created in partnership with academic and industry specialists, Trusted Research is a powerful resource that will guide you through best practice and give you the tools to ensure the safety of your data.

To find out more about how to protect your research please visit
https://www.cpni.gov.uk/trusted-research-guidance-academia

Email example

New Message

To

Cc Bcc

Subject Are you doing all you can to safeguard your research?

Are you doing all you can to safeguard your research?

Safeguarding your research is vital to the integrity of your work, your own reputation and the reputation of those you work with.

The data you hold is precious, so you need to make well informed and careful decisions about how you protect it during research collaborations. For example, the due diligence you conduct on potential partners should include consideration of the reputational, ethical and security risks of working with them. This is particularly important when working with partners in countries with different democratic and ethical values to the UK. And to remain effective in mitigating these risks, due diligence on partners needs to be reviewed on a regular basis.

It is also important that you control access to sensitive data, whether that is personal or research data. You should only allow users and partners with a valid requirement to have access to sensitive data, research and other parts of your networks.

It's only by checking regulations and putting in place processes for safe day-to-day practices that you and your research can be safe. Created in partnership with academic and industry specialists, Trusted Research is a powerful resource that will guide you through best practice and give you the tools to ensure the safety of your data

To find out more about how to protect your research please visit
https://www.cpni.gov.uk/trusted-research-guidance-academia

7. Blog posts

Blog 1 – Responsibility

For academics working in STEM, carrying out research and delivering results may seem like your only responsibilities, but there's more you need to be doing. Every researcher is responsible for ensuring the security of their own projects and the protection of their data.

Academic competition and plagiarism will be familiar concerns to many working in research and innovation. If research is obtained by a hostile state actor, whether through international research collaboration or stolen via a cyber attack, you and your research could be affected. There are three areas where you can stay vigilant and protect your work:

- In the collection and storing of data
- Those interested and invested in your work
- The wider implications of your research

To ensure your research and underlying personal data is safe you need to collect, store, share and manage it in a secure and legally compliant way. This must be in accordance with local data regulations and where appropriate, GDPR.

You should also consider the legal and ethical implications of your work. Does your funding agreement address IP ownership and any other potential conflicts of interest? Could findings from your research be used by those you work with in ways you didn't intend?

The correct processes must be put in place to secure your work, that's why Trusted Research has broken each area of responsibility into an easy to follow checklist. Find out what other steps you can take to protect your work at **https://www.cpni.gov.uk/trusted-research-guidance-academia**

Blog 2 – Funding and partners

Finding funding can be one of the most rewarding - and the most stressful - elements of carrying out research. The pressure to source funding to move your research forward means that security considerations risk being deprioritised.

UK research attracts collaboration, funding and investment from partners across the globe. Whilst this is hugely beneficial to UK research, there are also risks, especially when funding and collaboration partners are from countries with different ethical and democratic values to the UK.

When looking for funding for your research, there are a wide variety of issues that need to be taken into consideration, including:

- Are you carrying out the right due diligence on the source?
- Are there ethical or legal issues related to the funding?
- Who will own the IP when your work is done?
- Could your research be used to support activities in other countries with ethical standards different from our own, such as internal surveillance and repression?
- Does working with this partner create a conflict of interest for existing funding and collaboration projects?

Created in partnership with academic and industry specialists, Trusted Research outlines all of the questions STEM researchers should be asking and provides the information needed to make informed decisions when working with international collaborators. The advice is designed to help protect research from theft and exploitation, ensuring that work is kept safe and your reputation remains intact.

To find out more about how to protect your research please visit
https://www.cpni.gov.uk/trusted-research-guidance-academia

Blog 3 – Best practice behaviours

When working in partnership it's important to set up structure and best practice protocol to work smoothly and effectively. As a STEM researcher you're responsible for due diligence related to your projects and the processes you put in place to protect your work and your reputation. This is especially true when forming new collaborative relationships or considering new projects.

Trusted Research has been created in partnership with academic and industry specialists and is a powerful resource that will give you the tools to ensure the safety of your data.

One of the best places to start when thinking about how to protect your work is identifying the valuable information or IP that will be most vulnerable to theft or misuse by a hostile actor. For most research this IP may not be a cause for concern but research that is commercially sensitive, related to defence or national security technology requires extra vigilance. You need to put in place methods to:

- Protect raw data
- Handle personal information securely
- Check the backgrounds of partners
- Understand sources of funding and how partners could misuse your research

It is important that you control access to sensitive data, whether that is personal or research data. You should only allow users and partners with a valid requirement to have access to sensitive data, research and other parts of your networks. It's only by checking regulations and putting in place processes for safe day-to-day practices that you and your research can be safe. Find out more about what you could be doing to protect your work at **https://www.cpni.gov.uk/trusted-research-guidance-academia**