
CENTRAL STATISTICAL BUREAU OF LATVIA

DISSEMINATION POLICY

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1. KEY PRINCIPLES

1.1. Neutrality and professional independence

Statistics produced by Statistics Latvia are objective and based on verifiable data. Press releases and other materials are prepared solely on the basis of conclusions derived from the data and published in a way that does not contain opinions supporting or criticising specific political or economic interests.

As the use of incorrect data or the misinterpretation of statistics may undermine the credibility and reputation of Statistics Latvia, it monitors the use of its statistics and intervenes where misuse or misinterpretation is identified, providing clarification or explanation where necessary.

1.2. Availability and interpretability

Statistics are made available to the public through the official statistics portal and its database. To support correct interpretation and comparisons, statistics are accompanied by metadata containing definitions, data sources, calculation methods and other methodological information.

To maximise their analytical value, statistics are published at the highest possible level of detail and with the longest available time series.

Errors identified in published statistics are corrected as soon as possible in accordance with the Quality Management System. Where corrections affect the interpretation of the statistics, notes are added indicating the scope and reason for the correction. Methodological changes may be communicated to users through press releases explaining their impact on the statistics.

1.3. Timeliness and punctuality

Statistics are released on pre-announced dates set out in the *Advance Dissemination Calendar* available on the official statistics portal.

Changes to the previously published dissemination calendar are announced as early as possible by setting a new publication date and, where necessary, providing an explanatory note.

1.4. Meeting user needs

The official statistics portal, database, interactive tools and other dissemination platforms are continuously improved through research into user needs and analysis of how they are used. These insights guide the design of new interfaces and functionalities.

Statistics Latvia reviews requests for statistical information and user feedback to assess whether the range of indicators in the database should be expanded or changes made to the published content.

Statistics Latvia also meets with data users to present available statistics and explain how they are produced, while gathering feedback on user needs.

1.5. Statistical confidentiality and data protection

Statistics Latvia protects the data used to produce statistics and ensures statistical confidentiality. Published statistics do not allow the identification of individuals or reporting units.

Individual-level data may be made available for research purposes. However, only anonymised data are provided, applying appropriate disclosure control methods, and requests for access are assessed to ensure that the data are used for justified purposes.

2. DATA DISSEMINATION CALENDAR

2.1. Release dates and time

Statistics are released at 13:00 on dates pre-announced in the *Advance Dissemination Calendar* available on the official statistics portal. The calendar shows the planned dates for releasing statistics in the database, press releases, publications and other formats.

The *Advance Dissemination Calendar* is prepared based on the deadlines set in the Statistics Latvia work plan and is published on the official statistics portal. The detailed procedure for preparing, approving and updating the work plan is described in the Quality Management System of Statistics Latvia.

2.2. Changes to scheduled release dates

Changes to previously announced release dates are made as early as possible by setting a new publication date in the *Advance Dissemination Calendar*. Any changes are communicated to the public through the calendar on the official statistics portal.

3. DISSEMINATION TOOLS AND COMMUNICATION CHANNELS

3.1. Statistics Latvia website

The Statistics Latvia website contains institutional information, including news, services, organisational structure and legal information. It also includes general information on ongoing surveys, a catalogue of questionnaires, and access to the Content Management System for Statistical Classifications.

In certain cases, press releases on the latest statistics are also published on the website, for example when new publications are released.

The website is available in Latvian and English and uses responsive design. Its structure is based on user needs, providing clear navigation and an accessible layout of information.

3.2. Official statistics portal

The official statistics portal is the main channel for disseminating statistics produced by Statistics Latvia. It provides a single point of access to statistics, metadata, publications, press releases, and various interactive data analysis and visualisation tools, including interactive applications and a map browser.

The portal is available in Latvian and English and uses responsive design. Its structure is based on user needs, providing clear navigation and an accessible layout of information. The overall structure of the portal is kept stable, and changes are introduced only when necessary, taking user needs into account.

Statistical information published on the portal is structured and technically prepared so that it can be indexed by major internet search engines. The search functionality is continuously improved by using global synonyms and keywords that apply across the entire portal, as well as thematic keywords for specific topics, data tables, visualisations, interactive tools and map layers. Users can find statistics using a search tool, thematic navigation and visual browsing options.

Statistics published on the official statistics portal, including data tables, maps, infographics and other materials, may be used for commercial and non-commercial purposes, provided that the source is stated. Such use is governed by the Creative Commons Attribution 4.0 International (CC BY 4.0) licence.

3.3. Statistics Latvia social media accounts

Statistics Latvia uses social media to share updates on new data and other statistical content in a focused way, as well as to increase data literacy. Content for social media accounts is tailored to each platform and its audiences.

In addition to their informative role, social media also serve as a space for discussion. Statistics Latvia provides prompt responses to followers' questions or comments when a response is required. Comments containing unfounded statements about Statistics Latvia and/or its employees are not addressed. Statistics Latvia supports respectful communication and welcomes constructive criticism.

Statistics Latvia communicates through several social media accounts: Facebook ([@csplatvija](#)), Instagram ([@csp_latvija](#)), LinkedIn ([@centrala-statistikas-parvalde](#)), two accounts on X ([@CSP_Latvija](#) and [@CSB_Latvia](#)), and Bluesky ([@csp-latvija.bsky.social](#)). Social media accounts are managed by the Statistics Latvia communications team.

3.4. Press releases

Press releases are one of the main ways Statistics Latvia disseminates statistics. Press releases ensure timely, clear and objective communication of statistics in the media, promote public understanding of statistics and their use, and strengthen the visibility and credibility of Statistics Latvia.

Press releases are used both for regular dissemination of statistics and for explaining significant changes, including methodological changes, data revisions and other aspects related to statistical quality.

The procedure for preparing, approving and disseminating press releases is defined in the Quality Management System.

3.5. Database

Statistics in the database are released at 13:00 on dates pre-announced in the *Advance Dissemination Calendar*. To maximise their analytical value, statistics are published at the highest possible level of detail and with the longest available time series.

The scope of the database content and the minimum level of detail are defined by the Official Statistics Programme, ensuring consistency with regulatory requirements and user needs.

To extend data availability and promote innovation in statistics, the database also includes experimental statistics, which are clearly distinguished from official statistics.

Experimental statistics are produced using new data sources and methods to expand the range of available statistics or provide more detailed information in response to user needs. As the methods used are still under development and have not yet been fully established or internationally harmonised, they may be revised to improve data quality.

Statistics Latvia publishes experimental statistics to gather user feedback and assess their analytical value, relevance and usefulness. By making experimental statistics available, Statistics Latvia provides users with additional information to support analysis and decision-making.

Data published in the database are available to users as open data in formats that support reuse, further processing and machine readability.

The procedure for maintaining the database, adding new data, and correcting or updating data is defined in the Quality Management System.

3.6. Reference metadata

Statistics are published together with reference metadata that describe the production, availability and quality of the statistics. They support correct interpretation of the data, enable meaningful comparisons and help users understand the published statistics.

Reference metadata are based on the SIMS 2.0 standard and include information such as:

- contact information;
- concepts and definitions;
- statistical unit and population;
- reference period and unit of measure;
- legal framework and institutional responsibilities;
- confidentiality and data protection;
- release and dissemination policy;
- dissemination formats;
- quality management and quality assessment;
- relevance and user needs;
- accuracy and reliability;
- timeliness and punctuality;
- comparability and coherence;
- data sources, data collection and statistical processing;
- revision policy and revision practices.

To reduce response burden and based on research into user experience, a compact metadata standard has been developed that focuses on the information most relevant to users.

Terms and definitions are also available in the *Concepts and Definitions* section of the official statistics portal, where they can be browsed alphabetically or found using the search tool.

3.7. Publications

Statistics Latvia releases its publications according to the dates set in the *Advance Dissemination Calendar*. They are available free of charge in electronic format on the official statistics portal.

The procedure for preparing, approving and disseminating statistical publications is defined in the Quality Management System.

3.8. Data visualisations (infographics, interactive tools and map browser)

3.8.1. Infographics

In addition to the planned releases of official statistics, Statistics Latvia monitors topics of public interest and, where relevant, prepares visual materials to explain and present statistical indicators and support data-driven public discussion.

Depending on their purpose, these visualisations are published on the official statistics portal, the Statistics Latvia website, Statistics Latvia social media accounts, or shared with the media.

3.8.2. Interactive tools

Statistics Latvia develops and maintains interactive tools that allow users to explore statistics in a dynamic and user-friendly way, supporting data comparison and analysis and helping users understand development trends in topics of public interest.

These tools are developed using technical solutions that go beyond standard tables or charts and are tailored to the purpose, thematic scope and expected use of each tool. The data used in the tools are

linked to the official statistics portal database or other data sources and are updated automatically after new data are released. The tools are developed based on research into user needs and user experience.

The development of new tools and improvements to existing ones are carried out through cooperation between the Statistics Latvia unit responsible for the relevant data and the staff responsible for dissemination and technical solutions.

3.8.3. Map browser

Statistics Latvia develops and maintains an interactive map browser that presents statistical indicators in a spatial format. It allows users to compare indicators across territories and explore regional differences and development trends.

The indicators displayed in the map browser are linked to the official statistics portal database, ensuring that the data are updated automatically after new data are released. Indicators are available for different territorial levels, depending on data availability and the intended use.

The map browser is designed in line with user needs and usability principles and allows users to select indicators, time periods and territories, as well as adjust the map display to support data interpretation. It complements statistical tables and charts by providing an additional way to explore and understand the data.

3.9. Availability of individual data for scientific and training purposes

Statistics Latvia provides anonymised individual-level data for research and training purposes.

Depending on the level of anonymisation, two types of datasets are available: publicly available survey datasets and confidential data for scientific use in a secure environment.

3.9.1. Anonymised individual data for learning purposes

Anonymised individual data for learning purposes are prepared from individual survey datasets and are publicly available on the open data portal.

Depending on the level of data transformation, two types of datasets are available for research purposes: publicly available anonymised survey datasets and pseudonymised datasets that can be accessed in a secure environment for scientific use.

For selected surveys, Statistics Latvia prepares pseudonymised datasets that may be made available to researchers subject to the applicable access conditions and data protection requirements.

3.9.2. Anonymised individual data for research purposes

Statistics Latvia may grant access to confidential data for research purposes, provided that certain conditions are met: the request must serve a research purpose, appropriate data protection must be ensured, and the requester must demonstrate the ability to safeguard the data and control disclosure.

Depending on the data requested, confidential data may be provided either as datasets for on-site use or through remote access (off-site use).

Information on available surveys and how to access their data is published on the official statistics portal. This includes application forms, available indicators, contractual arrangements and a description of the access procedure.

Requests for data not included in the published list are reviewed by the Data Ethics Committee, which assesses data protection requirements and the feasibility of granting access.

3.10. User enquiries and customised data services

3.10.1. User enquiries

Statistics Latvia receives information enquiries via the official e-address, email, post, the *Ask us* form on the official statistics portal, and by phone.

Statistics Latvia also responds, where possible, to enquiries about data published by Eurostat.

Information and guidance on statistics produced under the Official Statistics Programme are provided free of charge.

Support in locating and understanding data is provided as promptly as possible. Responses to data enquiries and official statistical statements are typically provided within 1–3 working days, where the data are available. Where a request requires more extensive work, the requester is informed of the expected timeframe.

Enquiries from journalists are handled by the communications team in cooperation with subject-matter experts. Responses are provided free of charge and as quickly as possible or within a timeframe agreed with the journalist.

3.10.2. Customised data services

Using available data sources, Statistics Latvia may prepare statistics that is not included in the Official Statistics Programme. Such services are provided on a paid basis, in accordance with the Pricelist of paid services.

Customised data are prepared in cooperation with the relevant Statistics Latvia units, typically within two weeks. For more complex or large-scale requests, or where additional data processing is required or data are not yet available, the preparation time may be extended. The user is informed in advance.

Charges apply only where additional resources are required, for example for geospatial data processing, data selection or the preparation of official statistical statements. Users are charged only for costs not covered by the Official Statistics Programme. Data to the media are provided free of charge.

Information on the provision of these services is available on the latvija.lv portal, on the Statistics Latvia website under the Services section, and on the official statistics portal through practical examples.

The handling of user enquiries and the provision of customised data is set in the Quality Management System.

3.11. Communication with the media

Media relations are managed by the Statistics Latvia communications team. This includes distributing press releases to the media, responding to media enquiries, and arranging comments in cooperation with subject-matter experts and/or management. The communications team also organises press conferences.

4. STATISTICAL CONFIDENTIALITY

Statistics Latvia uses collected data only for the purposes laid down in the Statistics Law and protects it against unauthorised access or misuse. Safeguarding the confidentiality of respondent information is not only a legal and ethical obligation but also essential for maintaining public trust and ensuring the proper functioning of the statistical system. For this reason, the risk of disclosing identifiable information is assessed before any data are released.

Statistics Latvia also ensures that aggregated data are not disclosed before their scheduled release, so that all users receive the data at the same time.

4.1. Ensuring confidentiality

Responsibility for ensuring confidentiality during the preparation of data for dissemination lies with the unit responsible for the data. In published outputs, confidential values are replaced with a confidentiality marker (e.g., suppressed or flagged values).

Where a request for data clearly involves confidential information, Statistics Latvia informs the requester in advance that such data cannot be provided.

Data that are indirectly identifiable may be used for research purposes (see Section 3.9.2).

4.2. Pre-release confidentiality

Statistics are released at 13:00 on dates pre-announced in the *Advance Dissemination Calendar*. Prior to release, data, trends and any conclusions derived from them must not be disclosed.

4.3. Pre-release access

One hour before the official release, access to press releases may be granted to a limited number of officials to allow time for analysis, interpretation and preparation of informed comment.

Access is granted upon request. Before granting such access, Statistics Latvia assesses the purpose of the request and whether access is necessary for the performance of official duties and institutional functions, and concludes an agreement on confidentiality.

Officials granted pre-release access undertake not to disclose the data, the content of the press release or any related information prior to publication. This includes refraining from expressing views or indicating trends reflected in the data.

Officials granted pre-release access commit to:

- not disclosing the data or the content of the press release to third parties before official release;
- not expressing, directly or indirectly, any views on the data or the press release prior to publication;
- not attempting to delay the scheduled release;
- not attempting to influence or alter the content of the press release;
- using the data solely to prepare for media enquiries related to the press release.

4.4. Institutions granted pre-release access and related topics

Statistics Latvia grants pre-release access to press releases to the following institutions:

Institution	Topics
Ministry of Economics	gross domestic product consumer price changes foreign trade changes in wages and salaries retail trade turnover industrial production output employment and unemployment

Institution	Topics
Ministry of Finance	gross domestic product consumer price changes foreign trade changes in wages and salaries retail trade turnover industrial production output employment and unemployment
Latvijas Banka	gross domestic product consumer price changes foreign trade changes in wages and salaries retail trade turnover industrial production output employment and unemployment

Press releases are shared with authorised officials by email prior to publication, together with a reminder of the confidentiality requirements. Additional security measures may be applied where necessary to protect the content of the press release.

5. UNSCHEDULED REVISIONS AND CORRECTION OF IDENTIFIED ERRORS

Unscheduled data revisions are carried out only in exceptional cases where, based on expert assessment, the scale of the revision is considered to have a significant impact on the overall quality of statistics.

The procedures for error correction are defined in the Quality Management System.

5.1. Correction of errors in the database

If errors are identified or reported by data users, the head of the responsible structural unit is informed. The error is assessed, and a decision is taken on the appropriate corrective action, including any necessary communication with users.

5.2. Minor errors

Minor errors are those that do not substantially affect the use or interpretation of the data, for example, rounding discrepancies. Such errors are corrected as soon as possible.

5.3. Significant errors

Significant errors are those that substantially affect the further use of the data. The head of the responsible structural unit assesses the impact on data quality and determines the necessary corrective measures, including informing users where appropriate. If required, Statistics Latvia management is also informed.

5.4. Methodological changes

Where methodological changes affect published data, Statistics Latvia issues a press release explaining the nature of the changes and their impact.

The communication specifies:

- the statistical domains affected by the changes in definitions or calculation methods;
- datasets and indicators affected indirectly (for example, indicators derived from revised data, such as GDP per capita following changes in population estimation methodology).

6. IMPROVING DISSEMINATION AND COMMUNICATION PRACTICES

6.1. Media monitoring

Statistics Latvia receives a daily media monitoring service covering mentions of the institution, its officials and the statistics published in traditional and social media.

This enables continuous tracking of how both the institution and its outputs are represented in the public space, and allows timely action where needed, including addressing misinterpretation or incorrect use of published data.

6.2. User feedback

Statistics Latvia receives user feedback and suggestions via email, telephone and social media channels. Social media are used not only to communicate statistical information, but also to monitor public responses to published data and to gather insights into user needs and perceptions.

Where feedback or complaints are assessed as justified and feasible to address within available resources, appropriate improvements are implemented.