

General Data Protection Regulation

The Impact of GDPR
on Business

Everyone Should Know

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2018

What is GDPR?

The internet has dramatically changed the way we communicate and how we handle everyday tasks. We have a tendency to getting into our personal details online for paying bills, purchase products etc. But have you ever consider about how much personal information you have shared online?

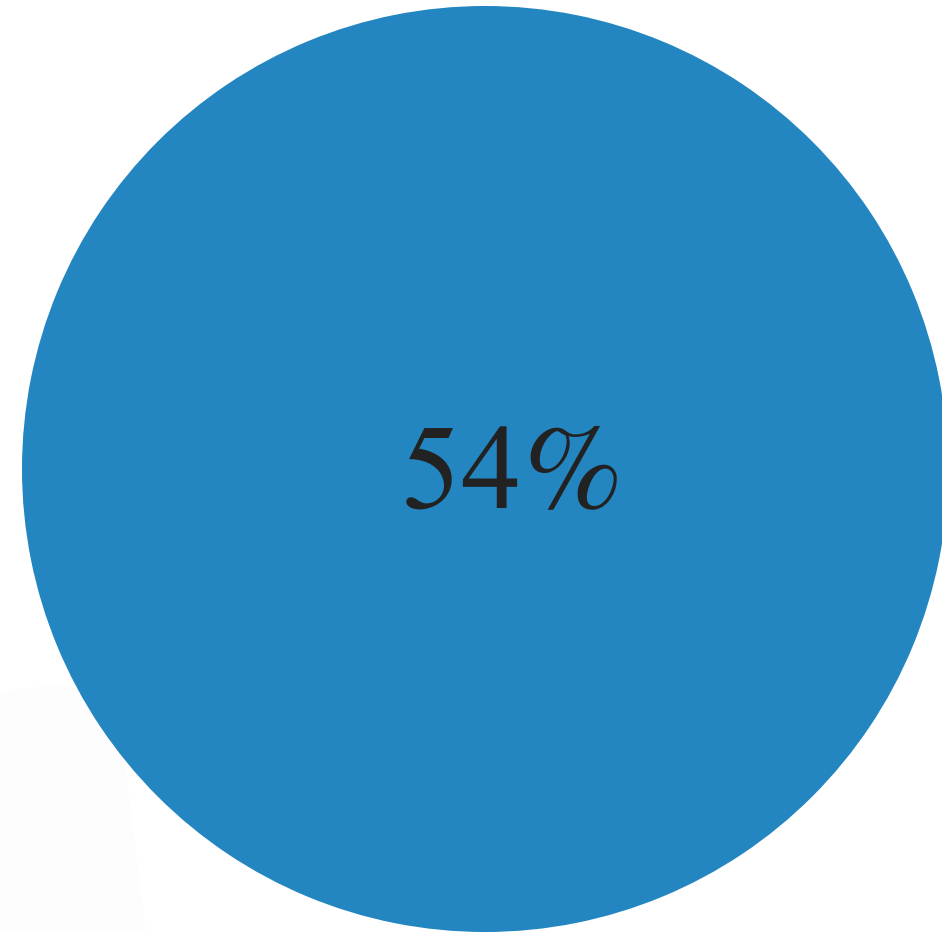
"This is the question that has been asked and answers by the EU. The General Data Protection Regulation (GDPR) is in effect from May 25, 2018.

GDPR is to set a new standard for consumer rights regarding their data, but companies will be challenged as they put systems and processes in place to comply. In short, GDPR is a regulation being introduced by the EC, European Commission, with the intention of strengthening information protection in relation to people who are part of the European Union while also addressing the export of data outside the EU."

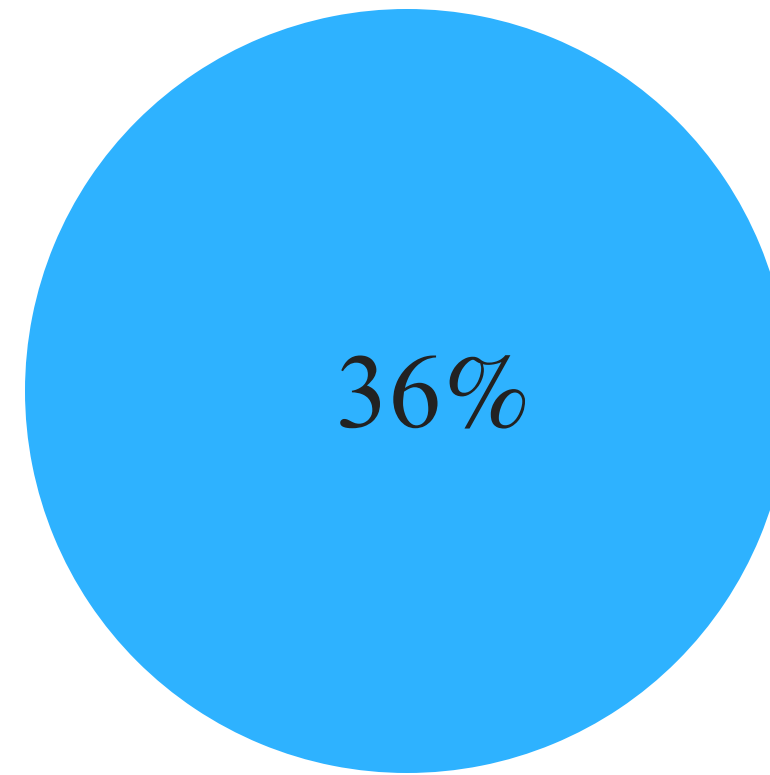
The intentions of GDPR are, put simply:

- Right to be forgotten
 - Easier access to one's information
 - Right to data portability
 - Right to grasp when one's data has been hacked
 - Security by design and by default
 - Stronger enforcement of the rules
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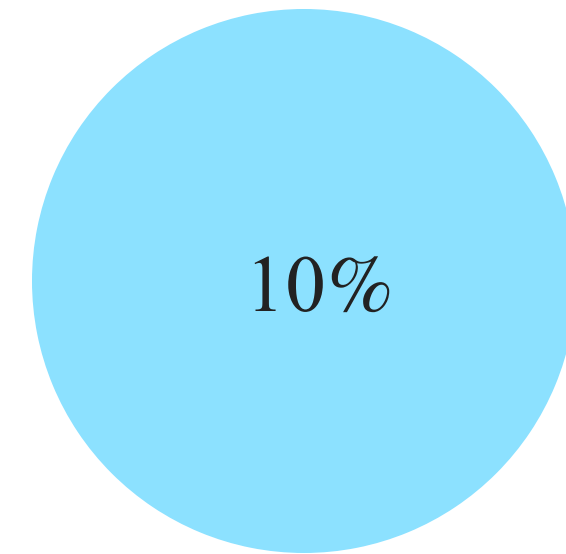
What will GDPR preparation cost my company?



56% US based companies expect to spend \$1million to \$10million



36% would spend between \$50,000 and \$100,000

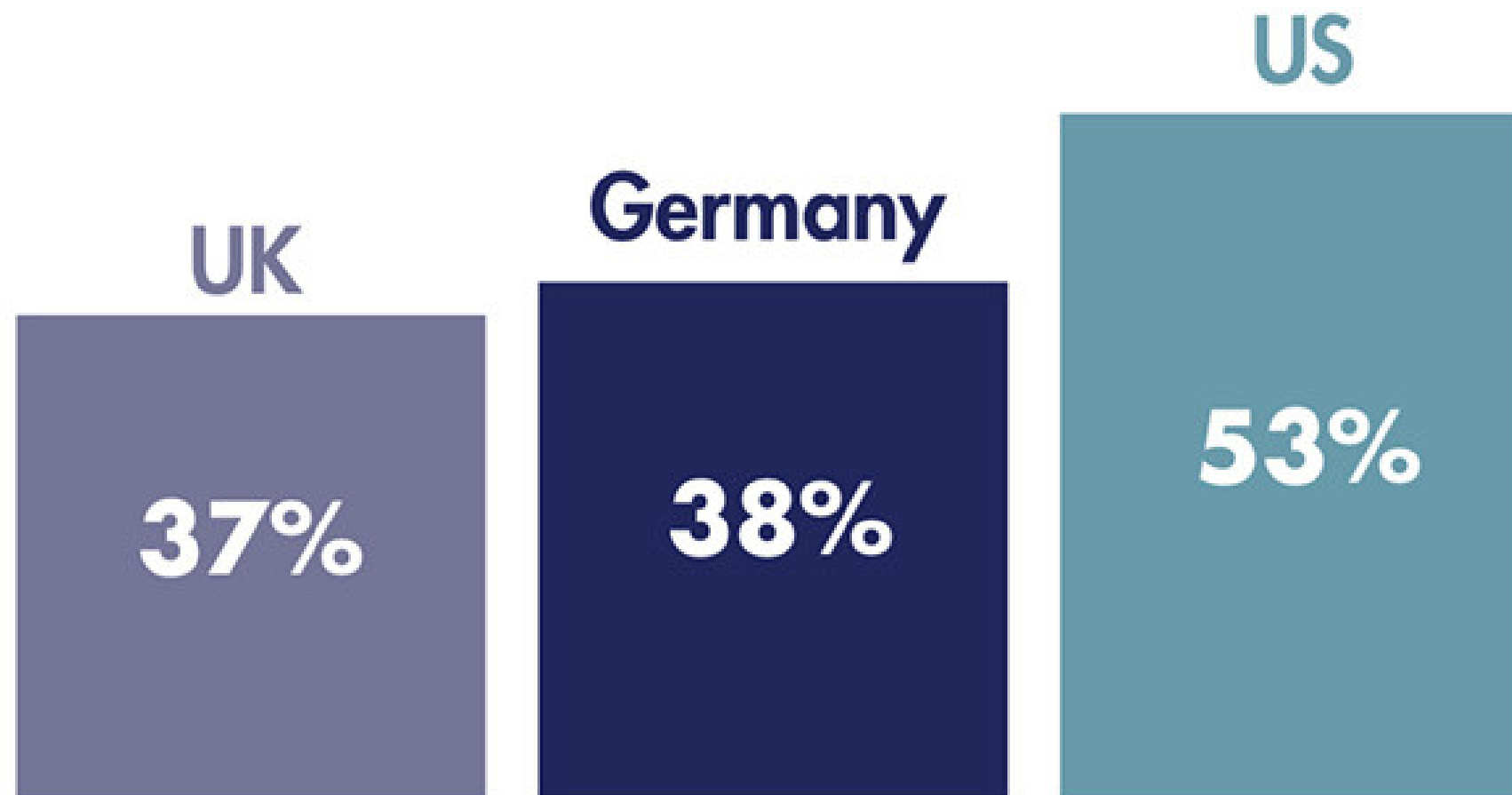


10% expected to spend more than \$1 million

B2B Marketing

"Within GDPR there is a distinct difference between B2C (business to consumer) and B2B (business to business) marketing. Under GDPR there are six grounds to process individual information, these are similarly valid. There are two of these which are relevant to coordinate B2B marketing, they are consent or legitimate interest. Presentation 47 of the GDPR states that "The processing of personal information for direct marketing purposes may be regarded as carried out for a legitimate interest."

"Remain optimistic that the **GDPR** will have no effect on their business operations whatsoever."

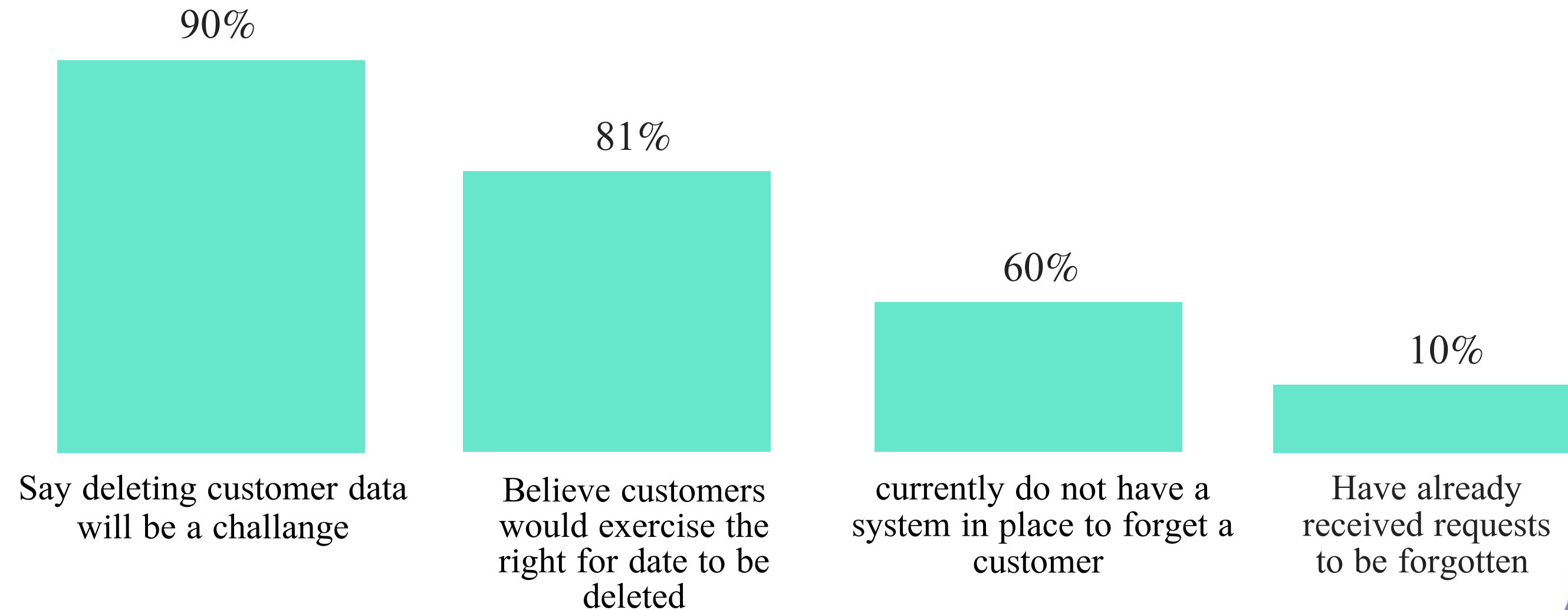


What bloggers need to stop doing

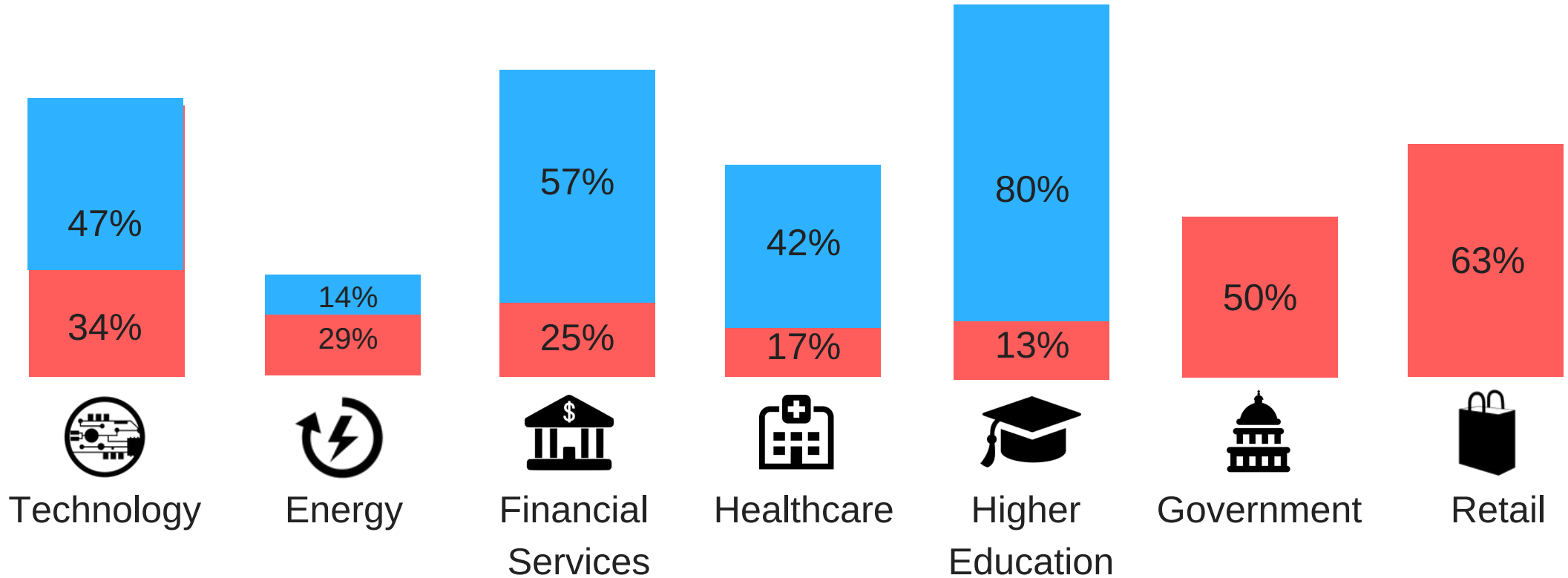
- Auto select in
 - Opt in freebies to get email addresses for one reason then at that point utilize them for another. If you picked up email addresses this way you should go out to gain consent or you may be in breach of GDPR
 - Share data with any other person who wasn't named at the point where data was given. For example, a brand who requests for the email locations of giveaway participants
 - Stop gathering data from contact form/remarks
 - Sharing named brand PR contacts without authorization
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Challenges

Challenges companies face if consumers ask to have their information improved or deleted.

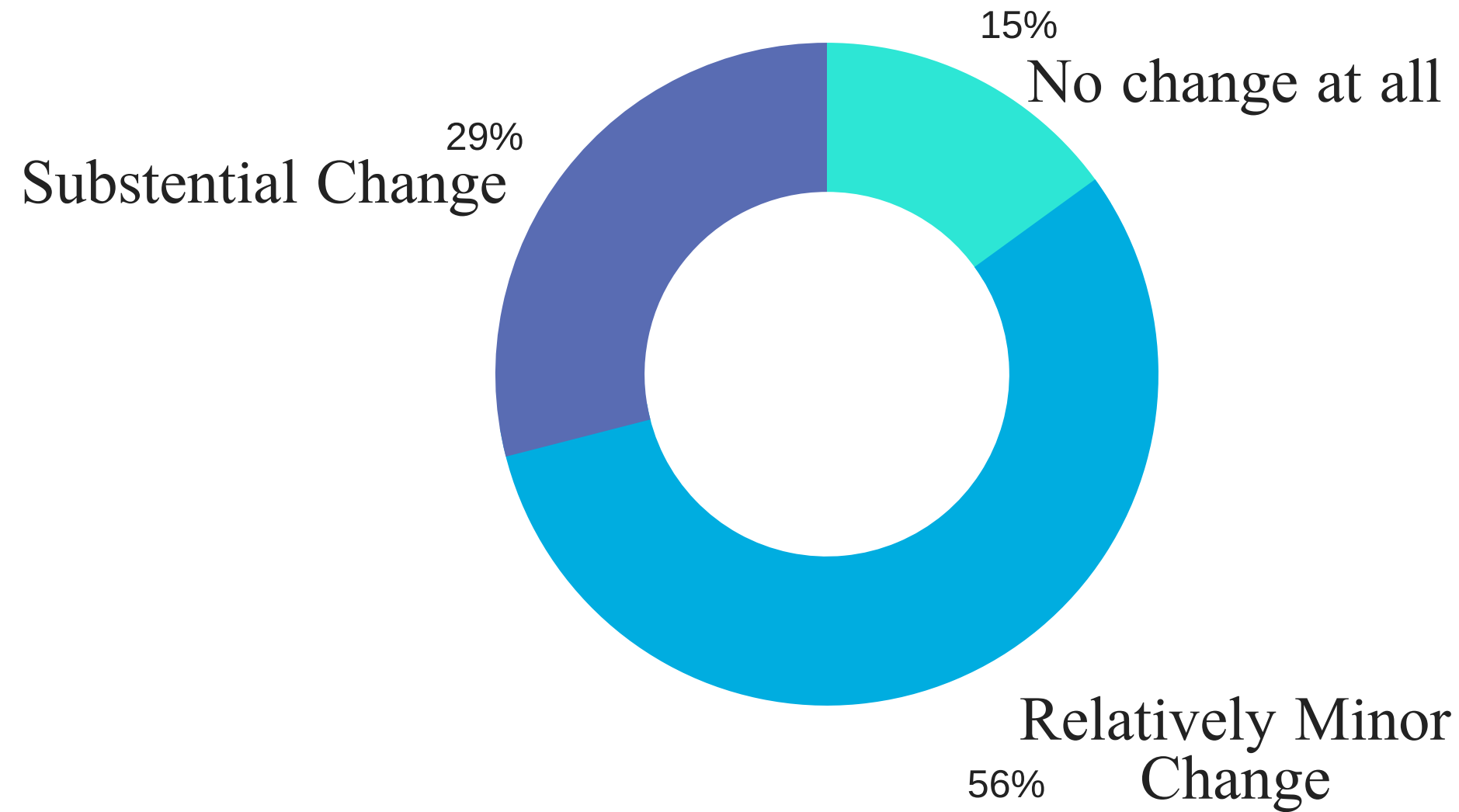


How high of a priority is EU GDPR compliance to your company currently?



GDPR *Impact by Industry*

To what level will your company's security practices & technology need to change to be in compliance with EU GDPR policies?



GDPR Impact on Security Practices



What happens if you don't comply?

"There are, obviously, consequences for those who neglect to comply with EU GDPR. The initial step would be a notice in writing; following by regular reviews; fines potentially as high as two percent of yearly worldwide turnover or €10,000,000 in the case of an enterprise; and a fine of up to €20,000,000 or up to four percent of worldwide annual turnover in different cases."

"Data Protection Officer"

The Data Protection Officer should be completely qualified and have adequate learning in the field of data security. They will be an essential contact between the experts and the processor. They will also act as an administrator to check if the organization has adequately satisfied every regulatory requirement, and report any security incidents.

How do you deal with GDPR requirements?

"Gap Analysis"

In general, coping with GDPR requirements requires analysis of current situations, and assessing any areas where these requirements have yet to be fulfilled. Risk analysis will be important to recognize vulnerabilities that require defensive measures from mobile applications.

Now **what?**

To keep your company secured, you'll have to execute some new approaches and methodology. It's a great opportunity to update across platforms because GDPR requires consent to be "freely given, particular, informed, and unambiguous."





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