

Getting in Shape For GDPR



About your presenter:



Aleksander Levental is CEO and co-founder of Feathr. He leads the product development team and is on the front line of every new Feathr feature and improvement (and bug). He is Feathr's senior data nerd in a sea of data nerds.



Goals of this presentation



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- Help clarify what GDPR is and what it isn't (and hopefully clear up some anxiety)
- Simplify GDPR's definitions and rules to make them actionable
 - Especially for event organizers and associations
- Share some helpful resources
- Talk about Feathr's approach to GDPR for our customers and their data



What we aren't qualified to talk about

- HR/employee data
- Payment processing
- Medical records
- Actual definitive legal advice (please don't sue us)



What is GDPR?



General Data Protection Regulation

The set of rules and regulations governing organizations **operating** within the EU (not necessarily residing) and how they interact with the personal data of EU residents.

An excellent summary can be found here:

<https://ico.org.uk/for-organisations/guide-to-the-general-data-protection-regulation-gdpr/>



General Data Protection Regulation

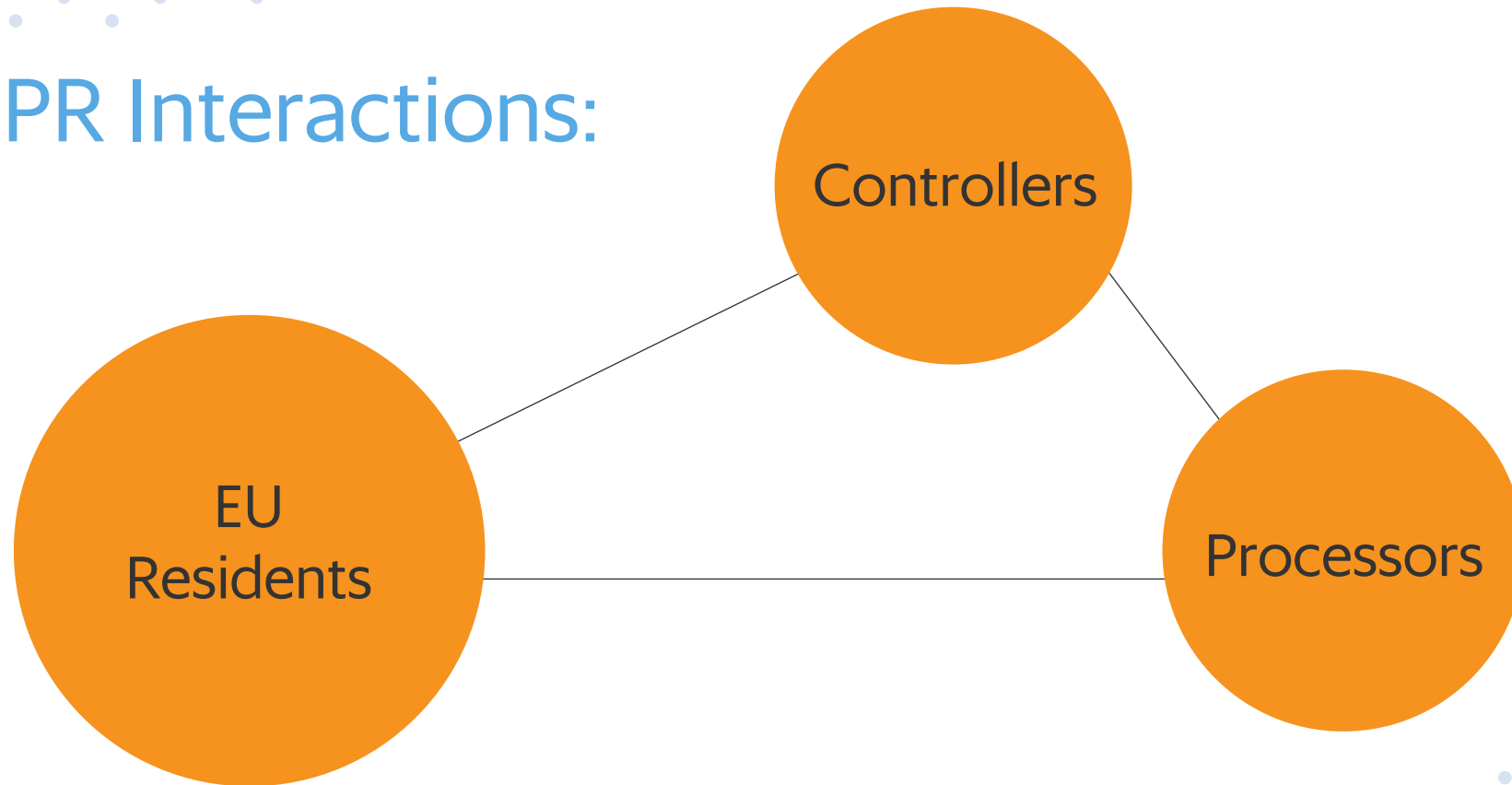
- Replaces the 1995 law known as DPD – Data Protection Directive
- We've been operating under DPD for the last 20+ years, even if you didn't know it.
- GDPR and DPD are very similar.
- GDPR establishes broader EU authority for organizations outside the EU.



Biggest changes from DPD → GDPR

- Clearer coverage for organizations outside the EU
- Stricter consent standards
- Broadened definitions of “sensitive data”
 - Biometric data and similar are not as big of a concern for marketers.
- Addition of explicit new rights such as “right to be forgotten”

GDPR Interactions:

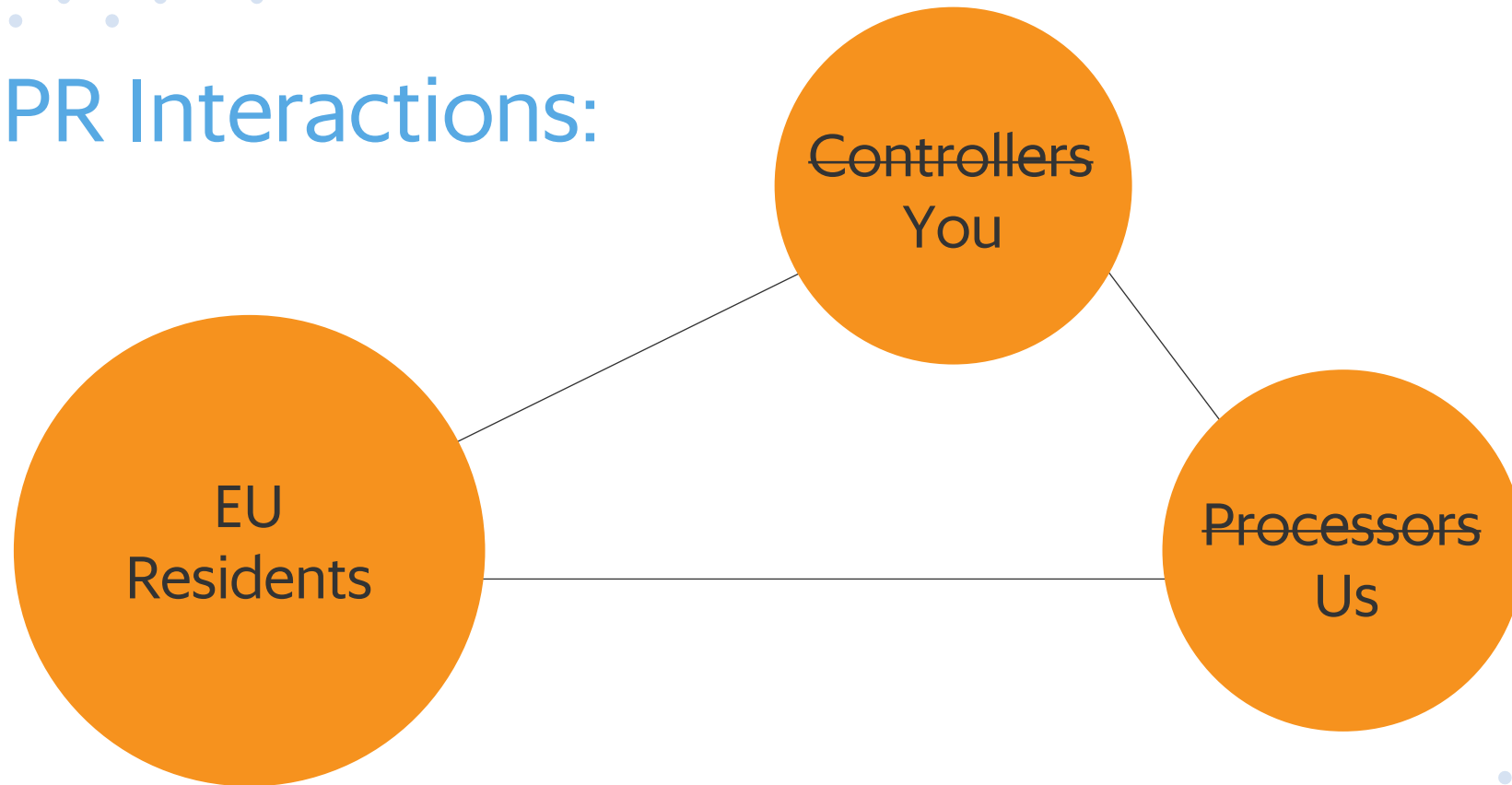




GDPR Interactions:

- Controllers - decide why and how personal data is transacted. You (the organizer/association) are the controller.
- Processors - carry out those transactions on behalf of the controller. We (Feathr/vendors) are the processors.

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- Controllers - decide why and how personal data is transacted. You (the organizer/association) are the controller.
- Processors - carry out those transactions on behalf of the controller. We (Feathr/vendors) are the processors.
- GDPR places more responsibility and liability on the processors/vendors than DPD did - but controllers/you are not completely off the hook.
- GDPR (as compared to DPD) requires processors (vendors) to be compliant, and it requires controllers (you) to verify that their processors are compliant.



Most importantly:

GDPR seeks to give EU residents more control of the way they transact their personal data.

The regulations essentially say "If you as the controller want to do X, you have to tell them clearly you're doing X, and you have to make sure you do Y to protect their data."



What GDPR is *not*



What GDPR is *not*:

- A set of rules about what you as the controller are not allowed to do. GDPR **does not** seek to remove or make illegal any specific kinds of marketing/communication.
- An entirely new and completely foreign regulation landscape the likes of which the world has never seen.
- A set of laws the EU intends to use to sue businesses with 10 employees in the US. GDPR is first and foremost about Google, Facebook, Apple, etc. If on May 26th you're not doing everything perfectly right, relax - the Prime Minister of Germany isn't going to come knocking down your door.



So what should you do?



Have one approach

Don't try too hard to treat US and EU citizens' data differently.

There's little to lose from treating GDPR as a set of principles worth applying to your interactions with *all your* customers' data – for marketing.



Review the personal data you hold

- Search your minds and workflows and ask “At which points is a processor/vendor holding or collecting personal data for me?”
- **Create a list** of the most important pieces of software and workflows you have, for example:
 - AMS
 - Email Service Provider
 - Registration Vendor
 - Mobile App
 - Awesome Generic Bird Related Marketing Provider



Document your Compliance

- Ensure documented legal communication of compliance (or intent to comply) between you and all of the Processors on that list.
- Have each processor/vendor on that list sign a memorandum/contract addendum/policy that communicates their commitment to you as the controller to be compliant.



Have an access response plan

- For each process/vendor/software, have your documented plan for how either you or they will respond to the subject access requests that GDPR requires us to be able to respond to. Things like "Right to be forgotten," "Right to data portability," "Right to access."
- You have a month to reply to these access requests. In almost all cases for things dealing with Marketing / Communication you should be able to answer immediately.
- Know where to locate user data within your vendors' platforms.



Get explicit consent

- Always err on the side of getting explicit consent for any data you are collecting, tracking, or using.
- Great examples of explicit consent for events/exhibitors/attendees:
 - <https://www.gdpr4meetings.com/home/consent-for-registering-attendees-and-speakers>



Consent examples



I understand and agree that a meeting planner will have my contact details for the purpose of planning meetings (such hotels accommodations, transportation, activities, etc.)

Please note that if this is not checked, then we are unable to secure your logistics for attendance at the meeting.



Consent examples



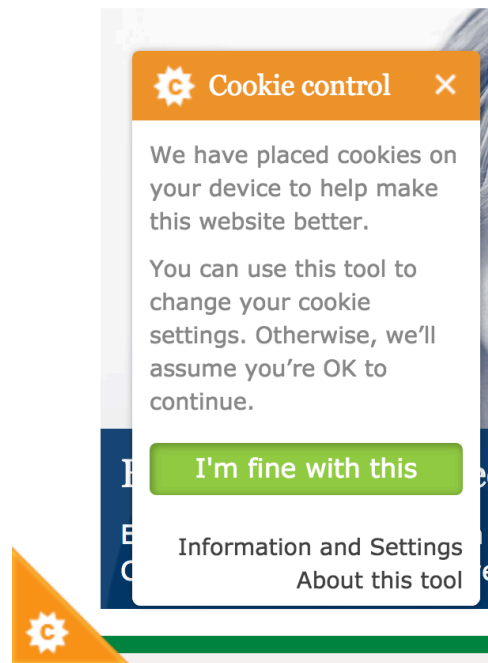
I understand and agree that a meeting planner will ask about dietary preferences and any special requirements that may be needed to plan a meeting.



Consent examples



I understand and agree that I may be contacted for a pre-meeting and/or post-meeting survey.



This goes hand-in-hand with updating your Privacy Policies to be clearer and more direct about the data you're collecting, what you're doing with it, and why you want it.



Assign a Data Protection Officer

- In almost all cases this will be a role that is required to be identified in your organization.
- It doesn't always need to be an international data privacy lawyer, or network security expert.
- Elect someone internally to manage the documentation and process around these things. And for following up on the finer points.



Consider self-certifying under EU-US Privacy Shield

- If you store and transact data directly yourselves (e.g. have a custom built AMS, or old-style on-site deployed AMS, Email System, Database, etc.) you do have to eventually be concerned about the ability you have to transfer EU subject data in and out of the EU.
- Consider certifying under the following:
 - <https://www.privacyshield.gov/PrivacyShield/ApplyNow>
- This will substantially simplify the legal basis and ability you have to transfer EU data out of the EU.



What is Feathr doing for our customers?



GDPR compliance is our responsibility.

- Automating consent for all data we interact with:
 - The Feathr super pixel will make sure to ask for explicit consent for all EU residents when personal data is transacted. (With no configuration needed on your end)
 - When dealing with Exhibitors / Sponsors and their marketing material (for Influencer marketing) ensuring there is a legal record of permission.



GDPR compliance is our responsibility.

- Every customer (new and old) will get a Feathr Data Addendum to their contract to sign that will enumerate our basis for GDPR compliance (so that you can check us off of your list).
- Publicly available data management interface for subjects that will be a one-stop dashboard for execution of Right to access, Right to data portability, Right to be forgotten, etc. (You will simply point people to <https://privacy.feathr.co/>)
- Working as hard as we can to build more products so that you can continue to offload all of your cares and concerns with us! Feathr's My Kid Won't Put His Phone Down At Dinner solution coming soon!



Feathr takes data and privacy seriously.

- We will send you a recording of this webinar for your (and your colleagues') reference.
- We will follow up with important links and resources referenced in this presentation (and more).
- If you're not a Feathr customer, we'd like to earn your business.



Please visit feathr.co/demo to learn more about what we're doing for our customers and what Feathr can do for your organization.