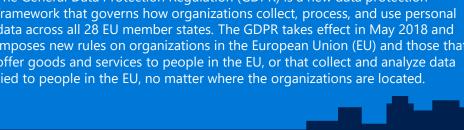
What is the GDPR?

The General Data Protection Regulation (GDPR) is a new data protection framework that governs how organizations collect, process, and use personal data across all 28 EU member states. The GDPR takes effect in May 2018 and imposes new rules on organizations in the European Union (EU) and those that offer goods and services to people in the EU, or that collect and analyze data tied to people in the EU, no matter where the organizations are located.





One Set of Rules

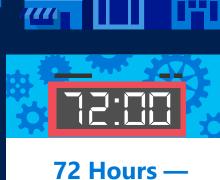
for all companies collecting, storing, or using the personal data of people in the EU

Penalties for Non-compliance: Up to 4% of last year's global sales or €20 million, whichever is greater



Applies to 100%

of companies that collect or process personal data of people in the EU, even if the data is stored or used outside the EU



Time in which data breaches must generally be reported to supervisory



DPO Required - Many businesses are required to appoint a Data Protection Officer, including those processing high volumes of personal data

The GDPR gives consumers more control over the collection, processing, and retention of their personal data:



Consumer **Rights**

- The **RIGHT** to withdraw consent and have all data removed
- The **RIGHT** to correct errors
- The **RIGHT** to be notified if data is endangered
- The **RIGHT** to request data in a portable format and to transfer data between companies



Company Responsibilities

- The **RESPONSIBILITY** to minimize data collection
- The **RESPONSIBILITY** to limit processing to the purpose for which data was collected • The **RESPONSIBILITY** to conduct

proactive assessments when processing

- consumer data • The **RESPONSIBILITY** to record data processing
- activities and limit who can access consumer data • The **RESPONSIBILITY** to report breaches without
- undue delay, typically 72 hours • The **RESPONSIBILITY** to be transparent about
- what personal data they collect and how it is used



GDPR enforcement begins

92% of US organizations

say GDPR compliance is a top data protection priority

Source: https://www.pwc.com/us/en/increasin-it-

effectiveness/publications/assets/pwcgdpr-series-pulse-survey.pdf



companies with more than 500

employees plan to spend at least \$1 million on the GDPR

https://www.pwc.com/us/en/press-

releases/2017/pwc-gdpr-compliance-

Source:

press-release.html



69% of companies

say they plan to use a technology firm to help with the GDPR preparations

Source:

https://www.pwc.com/us/en/increasing-iteffectiveness/publications/general-dataprotection-regulation-gdpr-budgets.html

Compliance 101



Communicate Use plain language to tell people

who you are, explain why you need their data, how long it will be stored, and how it will be shared.



Get Consent When required, obtain clear consent to

data collection, and check age requirements for parental consent.



Allow people to access their data in a portable format, make corrections,

Provide Access

and transfer it to other companies if they choose. **Opt-Out & Remove**



Provide notice of breaches when consumer data is at risk, and understand

Warn & Protect

limits on processing special categories of sensitive data.

If you use data profiling to process



Give people the opportunity to optout of direct marketing that uses

their personal data and delete their data when they exercise their "right to be forgotten."



applications for legally-binding agreements,

Profiling

you must inform consumers, provide a manual check of the process, and allow applicants to contest the decision if an application is denied.



requires you to conduct a Data Protection Impact Assessment.

Privacy Risk Assessment

Processing or storing data with a high risk to the privacy or rights of people in the EU? GDPR

highly sensitive personal data, including: Race or ethnicity Political, religious or philosophical beliefs

Health information Sexual preferences

- Trade union membership
- How to Get Started



Learn Take advantage of our GDPR Foundations Training to





Plan

develop a GDPR roadmap for your organization.

Work with our security and

Readiness Assessment to compliance experts to determine how to proceed. learn more about requirements.

of the GDPR on your organization. **Technology Management Concepts**

Contact us to learn more about how we can help simplify the impact