

What Does the GDPR Mean for **GLOBAL DATA PROTECTION?**

The General Data Protection Regulation (GDPR) is a new regulation that will impact businesses across the globe.

HARMONIZED DATA PRIVACY
Same across Europe

PROTECT AND EMPOWER
EU citizens' data privacy

REDEFINE the way organizations approach data privacy

73% OF DATA PRIVACY PROFESSIONALS BELIEVE THIS

The GDPR is the **MOST IMPORTANT CHANGE** IN DATA PRIVACY REGULATION IN THE PAST 20 YEARS

WHAT TYPES OF **E.U. CITIZEN DATA** DOES THE GDPR AIM TO PROTECT?

Personal data Sensitive personal data

Name
Location data
Identification numbers
IP addresses
Cookie data
WiFi logs

Health data
Genetic data
Biometric data
Racial or ethnic data
Political opinions
Sexual orientation

82% OF DATA PRIVACY PROFESSIONALS BELIEVE THIS

The GDPR will have a **POSITIVE IMPACT** ON OVERALL DATA PROTECTION

The History of the **GENERAL DATA PROTECTION REGULATION (GDPR)**

1984 Data Protection Act passed (UK)

1995 Data Protection Directive passed (EU)

2000 International Safe Harbor Privacy Principles established

1998 Data Protection Act 1998 passed (UK)

2012 European Commission announces its plan to develop the GDPR

2015 International Safe Harbor Privacy Principles overturned

2016 GDPR takes effect

2016 GDPR is approved by EU Parliament

2016 EU-US Privacy Shield replaces the International Safe Harbor Privacy Principles

KEY DATA PROTECTION REQUIREMENTS for GDPR compliance

ARTICLE 15 Grants EU citizens the **RIGHT OF ACCESS** which requires companies to detail what personal data is being processed and how upon request

ARTICLE 17 Grants EU citizens the **RIGHT TO BE FORGOTTEN** which requires companies to stop processing and delete personal data upon request

ARTICLE 20 Grants EU citizens the **RIGHT TO DATA PORTABILITY** to enable citizens to transfer personal data between companies upon request

ARTICLES 25 & 32 Require companies to implement **PERSONAL DATA PROTECTION MEASURES** to protect EU citizens' personal data and privacy by design

ARTICLES 33 & 34 Require companies to **REPORT DATA BREACHES TO SUPERVISORY AUTHORITIES AND INDIVIDUALS** affected by a breach within 72 hours

ARTICLE 35 Require companies to perform **DATA PROTECTION IMPACT ASSESSMENTS** to identify risks to EU citizens' data and outline measures to ensure those risks are addressed

ARTICLE 37 Requires certain companies to **APPOINT A DATA PROTECTION OFFICER** to oversee data security strategy and GDPR compliance

Who needs a **DATA PROTECTION OFFICER? (DPO)**

Companies must hire a DPO if they do any of the following:

- 250+** Employ over 250 people
- Process or store large amounts of EU citizens' personal data**
- Process or store special personal data**
- Regularly monitor data subjects**
- Act a public authority**

ARTICLES 38 & 39 **OUTLINE THE DATA PROTECTION OFFICER'S ROLE** and its responsibilities in ensuring GDPR compliance

ARTICLE 50 **EXTENDS DATA PROTECTION REQUIREMENTS TO INTERNATIONAL COMPANIES** that collect or process EU citizens' personal data

What does the **GDPR MEAN FOR BUSINESS?**

GDPR applies to **ALL BUSINESSES** that collect or process EU citizens' personal data, **REGARDLESS OF GEOGRAPHIC LOCATION**

92% of US businesses list GDPR as a **TOP DATA PROTECTION PRIORITY**

77% of US businesses have **STARTED PREPARING FOR GDPR** but only 6% are GDPR ready

68% of US businesses plan to **SPEND \$1-10 MILLION ON GDPR PREPARATION** An additional 9% of US businesses plan to spend more than \$10 million on GDPR preparation

BY MAY 25, 2018: Regulated businesses must be compliant with GDPR requirements

28,000 DATA PROTECTION OFFICER POSITIONS need to be filled

65% of businesses intend to report to their DPO compliance as early as October 2018

23% have reviewed IT and security systems

20% have conducted privacy risk assessment

1% have started to change privacy practices

2/3 of businesses believe that **GDPR WILL REQUIRE CHANGES** to their European business strategy

85% of US businesses believe that **GDPR WILL MAKE IT HARDER TO COMPETE WITH EU BUSINESSES**

Penalties for GDPR NON-COMPLIANCE

ARTICLE 83 **OUTLINES FINES FOR NON-COMPLIANCE** which can be up to **1% OF** **€20 MILLION** or **4% OF GLOBAL ANNUAL TURNOVER**

52% of companies BELIEVE THAT **THEY WILL BE FINED** FOR NON-COMPLIANCE with GDPR

How can **COMPANIES PREPARE FOR GDPR?**

- Hire a data protection officer
- Create a data protection plan
- Conduct a risk assessment to identify EU citizen data and where it is at risk
- Implement security measures to mitigate risk and comply with GDPR requirements
- Assess on a regular basis for continuous improvement