



Privacy Shield vs. GDPR



Privacy Shield

**EU Commission Adopts
EU-US Privacy Shield**

(July 12, 2016)

**EU to US Data Transfers
Customer and Employee Data**

JUL 2016

AUG 2016

SEP 2016

International Data Transfers

Increase in Territorial Scope

New Responsibilities for Data Processors

Tighter Consent Requirements

Profiling & Big Data

Right to be Forgotten

Data Portability

Data Breach Notifications

Accountability Requirements

Privacy Impact Assessments

Seals & Codes of Conduct

DPO Appointments

New Tougher Sanctions

OCT 2016

MAY 2017

MAY 2018

GDPR

**EU General Data
Protection Regulation
Adopted**

(April 14, 2016)

“While the announcement of the new EU-US Privacy Shield has been welcomed by many businesses, international data transfers are the tip of the iceberg compared to the sweeping and stringent changes in the GDPR.”

Chris Babel, CEO, TRUSTe



TRUSTe Powers Privacy Compliance and Trust

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