

The GDPR by Angie Vale (@PurpleHippoUK)

And what you need to do
What is the GDPR

Don't stick your head in the sand

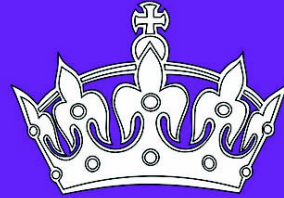
How to be compliant

What happens if you don't comply

A graphic with a dark, starry background. The text "GDPR IS COMING" is centered in a white, serif font. The word "GDPR" is larger and more prominent than "IS COMING".

GDPR
IS COMING

25th May 2018



KEEP CALM
AND LOVE
PURPLE HIPPOS



What is GDPR?



The General Data Protection Regulation (GDPR) gives EU citizens control of their digital data by empowering them with the right to know when personal data is being collected, access to that data and to remove it on request.

What's changed?

1. Increased territorial scope
2. Definition of personal data
3. Consent requirement for data collection
4. Data protection officer
5. Risk assessments
6. Penalties and fines
7. The right to be forgotten

5 Common misconceptions



1. It doesn't affect me because I voted to leave the EU.



- It has been confirmed that the UK will be implementing GDPR.
- GDPR applies to ALL businesses that deal with the data of EU citizens, regardless of that business location.
- GDPR will be incorporated into UK law.

2. I don't hold personal data



The GDPR applies to any Personally Identifiable Information on any EU Citizen.

Name, address, email, IP address, bank details, religion, political views, sexual orientation.

3. My IT/ Cloud / Security Provider is responsible for this

It is both your business “the controller” and your provider “the processor” who will be responsible, regardless of where the data is stored.

4. I'm only a small business or a freelancer

Whilst there are additional requirements for businesses with over 250 employees ALL organisations that collect personal data need to comply.

5. It only affects digital data

Data is data, regardless of format

How to comply



Current Data



- Determine what data you hold
- Minimise this data
- Explain what data you hold, where and why
- Decide what data you really need to collect

New Procedure

- Get consent – positive opt-in
- Provide users with all personal data that you have on them on request
- Purge all personal data you have on them on request

Website forms

- To store or not to store
- Request consent

- Fields marked with an * are required

Name
- **Email**
- This form collects your name and email so that we can add you to our newsletter list for awesome project updates. Check out our [privacy policy](#) for the full story on how we protect and manage your submitted data!
- **I consent to having ACME Inc collect my name and email! ***
- **Submit**

Privacy policy

Information collection and tracking

- We do not collect more information than is necessary
- We do not use your data for purposes other than those specified
- We do not keep your data if it is no longer needed
- We do not spread your data to third parties

Other policies

- Where you store customer data
- How long you store it for
- 3rd party applications

What happens if you don't comply

Penalties

- Up to 4% of global revenue
- 2% of global revenue for not having records in order, not reporting a data breach or not conducting impact assessments

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