

The GDPR



What you need to know

On May 25, 2018, the General Data Protection Regulation (GDPR) will go into effect in the European Union.



What is it?

The GDPR is a new EU law that strengthens the protection of personal data for EU citizens.



Who is impacted?

The GDPR applies to all organizations located within the EU, as well as organizations that offer goods or services to EU data subjects and organizations that process the personal data of data subjects within the EU.



How to prepare?

- Obtain clear and direct written consent when gathering data
- Train personnel; audit and update data policies
- Appoint a Data Protection Officer
- Ensure data is only used for its original purpose
- Give data subjects the right to opt out



Benefits of GDPR?

- More accurate data
- Increased customer loyalty and trust
- Greater customer-centricity
- Fair competition in a globalized world



What if you don't comply?

- Penalties range from a warning to being fined up to 4% of annual global turnover or €20 million (whichever is greater)
- Loss of consumer trust, which can lead to data erasure