

WHAT'S NEW IN THE GDPR?

Overview of the General Data Protection Regulation

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The Email Sender & Provider Coalition

WHAT'S NEW IN THE GDPR

- About the GDPR
- Penalties
- Key Changes Introduced

ABOUT THE GDPR

- First proposed in January 2012
- Formally approved in April 2016
- Comes in to force on 25 May 2018
- Will supersede national laws
- Is meant to unify data protection and ease flow of personal data
- All organizations processing PII of EU residents must comply
- Significant penalties

ABOUT THE GDPR

The final text of the GDPR can be found here:

<http://jko.io/thegdpr>

PENALTIES

- Organizations can be fined up to 4% of annual turnover
- OR-
- Organizations can be fined €20 million (whichever is greater)

KEY CHANGES INTRODUCED

- If your business is not in the EU, you will still have to comply with the Regulation
- The definition of personal data is broader, bringing more data into the regulated perimeter
- Consent will be necessary to process children's data
- Changes to the rules for obtaining valid consent
- The appointment of a data protection officer (DPO) will be mandatory for certain companies

KEY CHANGES INTRODUCED

- The introduction of mandatory privacy risk impact assessments
- New data breach notification requirements
- The right to be forgotten
- The international transfer of data
- Data processor responsibilities
- Data portability
- Privacy by design
- One-stop shop

COMPLIANCE OUTSIDE THE EU

If your business is not in the EU, you will still have to comply with the Regulation

DEFINITION OF PERSONAL DATA

The definition of personal data is broader, bringing more data into the regulated perimeter

CHILDREN'S DATA

Consent will be necessary to process children's data

CHANGES FOR OBTAINING CONSENT

Changes to the rules for obtaining valid consent

MANDATORY DATA PROTECTION OFFICER (DPO)

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MANDATORY PRIVACY IMPACT ASSESSMENTS

The introduction of mandatory privacy risk impact assessments

NEW BREACH NOTIFICATION REQUIREMENTS

New data breach notification requirements

THE RIGHT TO BE FORGOTTEN

The right to be forgotten

INTERNATIONAL DATA TRANSFERS

The international transfer of data

DATA PROCESSOR RESPONSIBILITIES

Data processor responsibilities

DATA PORTABILITY

Data portability

PRIVACY BY DESIGN

Privacy by design

ONE STOP SHOP

One stop shop



QUESTIONS?

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