

GDPR

Rules and Regulations

With the European Union's General Data Protection Regulation (GDPR) set to come into effect in May 2018, organizations should improve their data protection game.

GDPR requires you to:

Protect the personal data of individuals located within the EU, regardless of where your organization is located.

Or you can face hefty fines:



4% of annual turnover¹



€20 million²

If using content to process personal data:



Individuals must opt in via an explicit action



Your opt-in statement must use plain language



You cannot use data for any other purposes than those described

Personal data examples:



Personal information



Digital identifiers



Financial information



Location information



Medical records



Legal records



Government records

If you discover a data breach that must be reported:



You have **72 hours** to alert authorities and affected individuals



There has been a **40% increase** in data breaches in 2016³

You must build in data privacy by design and default

Some examples may include:



Use as many security measures as you can reasonably afford



Employ data minimization



Leverage data pseudonymization



Encrypt data and devices



Document all your efforts

Users in the EU have the right to:

- ✓ Be informed of the fair use of their data
- ✓ Request access to their data at any time
- ✓ Request that their information be corrected
- ✓ Receive their data in a machine-readable format
- ✓ Request that their data be erased
- ✓ Request a restriction on processing of their data
- ✓ Object to processing
- ✓ Not be subject to automated data profiling

A company is hit with ransomware every 40 seconds⁴

In order to provide access to personal data and comply with these requests, you'll need strong backup.

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¹ "GDPR Key Changes," EUGDPR.org. <http://www.eugdpr.org/key-changes.html> (accessed November 2017).

² "GDPR Key Changes," EUGDPR.org. <http://www.eugdpr.org/key-changes.html> (accessed November 2017).

³ "2016 Was a Record Year for Data Breaches," Bloomberg Technology.

⁴ <https://www.bloomberg.com/news/articles/2017-01-19/data-breaches-hit-record-in-2016-as-dnc-wendy-s-co-hacked> (accessed November 2017).

⁵ "Must-Know Ransomware Statistics," Barkly. <https://blog.barkly.com/ransomware-statistics-2017> (accessed November 2017).

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