

Unpacking the Language of

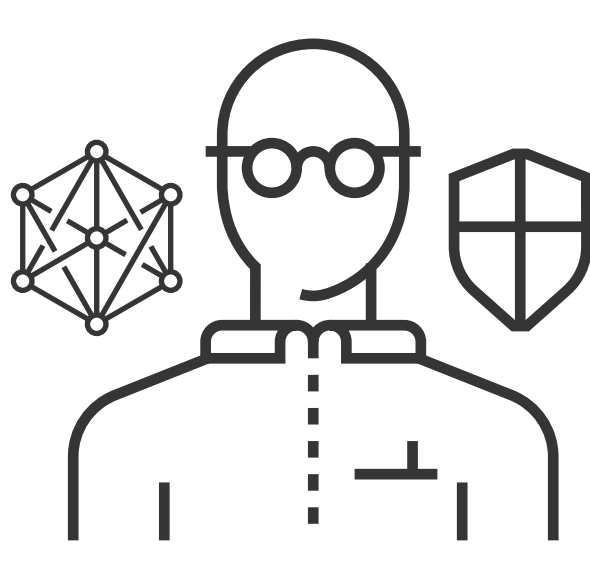
GDPR

The new General Data Protection Regulation (GDPR) comes into effect on May 25, 2018. To start preparing, it's important you understand some of the key terms of the law.

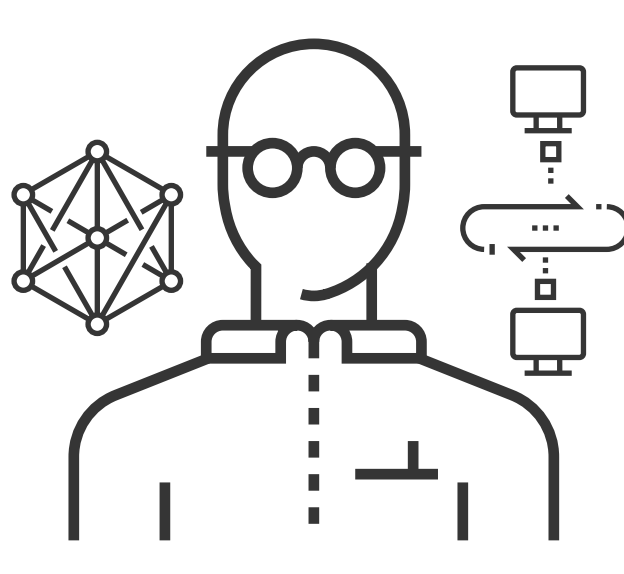
★ What is GDPR? ★

GDPR regulates the use of the personal data of European Union (EU) citizens. The law applies to organizations located both inside and outside the EU.

If you are a...

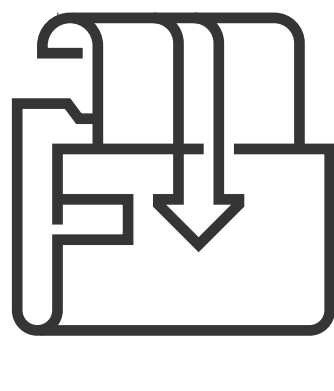
**Data Controller**

Individual or group that decides how data will be stored, collected, or processed.

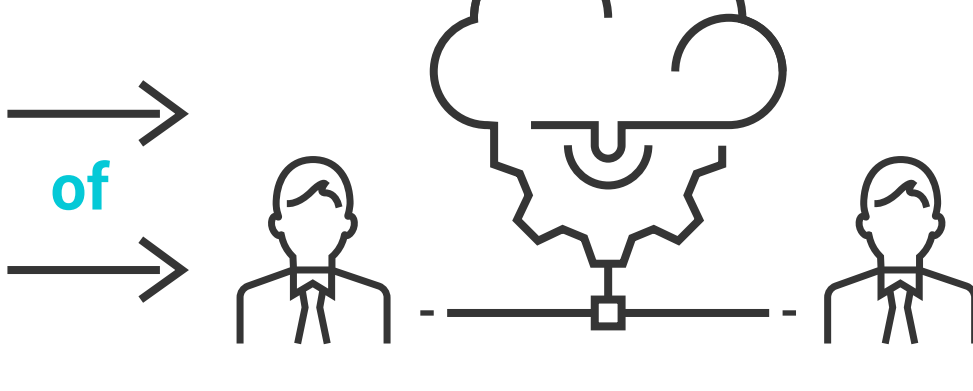
**Data Processor**

Individual or group that processes data on behalf of a data controller (collecting, altering, transferring, using, storing data, etc.)

You must protect the...

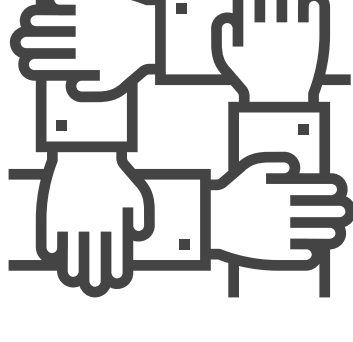
**Personal Data**

Any information that can be used to identify an individual, such as names, photos, addresses, bank details, and phone numbers.

**Data Subjects**

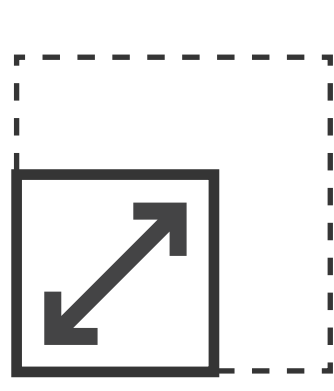
Individuals located in the EU who have their data stored or processed by a data controller or data processor.

★ Regardless of your role, you have... ★

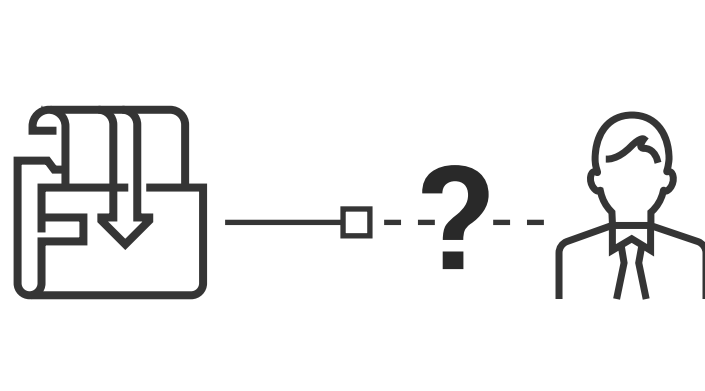
**Joint Liability**

No matter your role in collecting or processing data, you are on the hook to protect personal data for data subjects.

and should employ...

**Data Minimization Techniques**

You should review what data you are collecting and try to collect the smallest amount of data you need.

**Pseudonymization**

You should process personal data so it cannot be attributed to a specific data subject without the use of additional information.

You are also responsible for...

**Notifications**

Controller may have to alert the supervisory authority within 72 hours of discovering a data breach.

**Explicit Consent**

If consent is required to collect and process data, the consent from the user must be clear and unambiguous.

**Fair and Transparent Data Processing**

Controller must provide information to data subjects about processing of their personal data, unless they already have it.

★ Data subjects have clear rights ★

- 1 Right to Be Informed**
GDPR establishes information you should supply to data subjects and when they should be informed.
- 2 Right of Access**
People can request access to their data at any time.
- 3 Right to Rectification**
People can request that their personal data be modified if it is inaccurate.
- 4 Right to Erasure**
People can request their data be deleted if it no longer serves a legitimate purpose.
- 5 Right to Restrict Processing**
People can prevent their data from being processed for various reasons.
- 6 Right to Data Portability**
People must be able to receive and reuse their information, and the data controller must provide data in a structured and useful format.
- 7 Right to Object**
People have the right to opt out of having their data used in certain circumstances, such as direct marketing or profiling.
- 8 Rights in Relation to Automated Decision Making and Profiling**
People have the right to object to data processing or collection done in an automated fashion (without human intervention).

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