

WHAT IS THE **GDPR** & HOW WILL IT AFFECT YOU?

THE DEFINITION OF DATA

“DATA” is **more** than just sensitive information like **PASSWORDS** and **CARD DETAILS**.



In the modern age, data is **anything that can identify a person**.

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Data could be: **DIGITAL**

IP address, cookies, email

PHYSICAL

DNA, biometrics



SOCIETAL

Name, address, age and all your vital statistics

SO WHAT'S THE **GDPR**?

The **GENERAL DATA PROTECTION REGULATION** comes into force in **MAY 2018**.

It covers the personal data of **all EU citizens**. That's **half a billion** people.

Failing to **protect customer data** will have **serious consequences**.

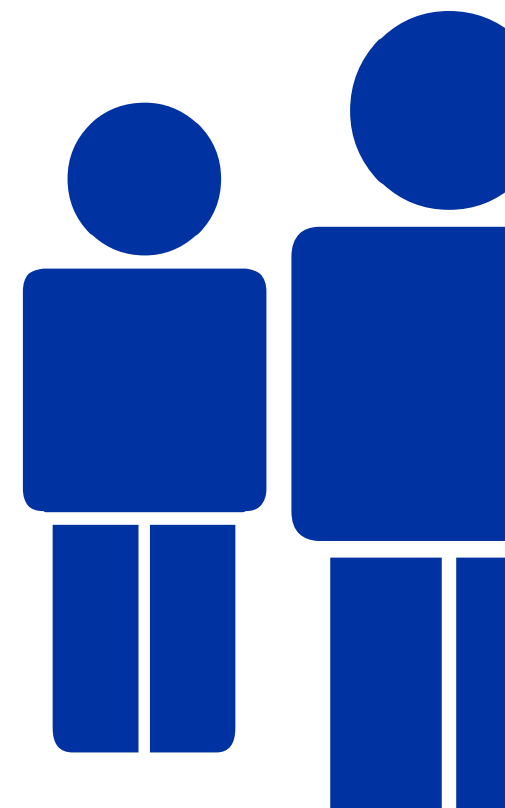
HOW SERIOUS ARE WE TALKING?

(short answer: very)

If a **data breach** occurs, the business must report it:

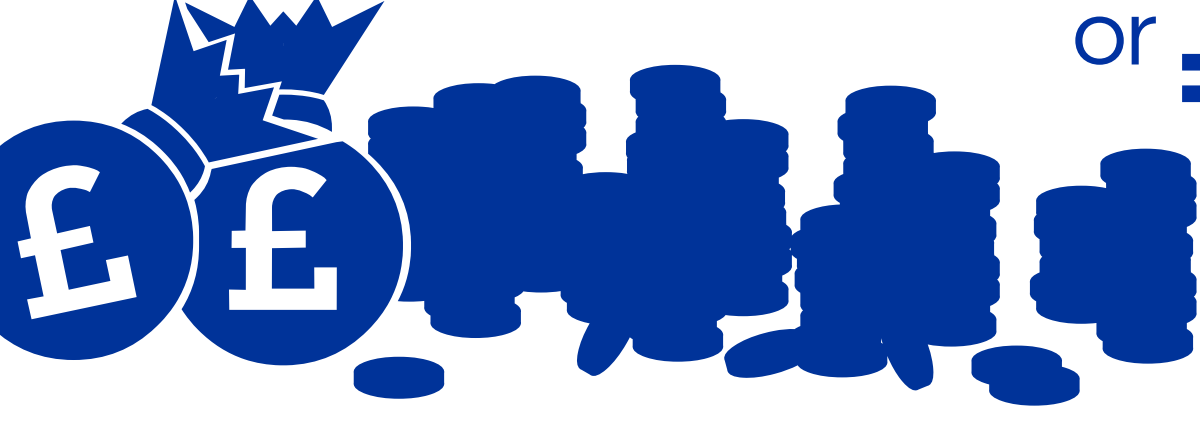
to their **LOCAL AUTHORITY** within **72 hours**

to their **CUSTOMERS** as soon as possible



As of 2017, the **biggest fine** for a breach in the UK was

Under the GDPR, the maximum fine is **£400,000** or **4% of annual global turnover**



or **€20,000,000** whichever is **greater**

WHAT RIGHTS DO **CUSTOMERS** HAVE?

The right to **ACCESS**

Customers can request a copy of data held about them



The right to **ERASURE**

Customers can request their data be destroyed



The right to **CONSENT**

Customers must explicitly consent to their data being used



The right to **PARENTAL CONSENT**

Parents must consent to data of children under 16 being used



...and the right to **COMPENSATION**

Customers must be compensated in the event of a breach, and they may pursue class action lawsuits in serious cases



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0845 313 11 11
silver-lining.com

silver lining
communication innovation



The Granary
Whiteley Lane
Fareham
Hampshire
PO15 6RQ