

GDPR EXPLAINED

EDAA SUMMIT
28TH NOVEMBER 2017

GDPR EXPLAINED

01 GDPR IN CONTEXT

02 WHAT IS GDPR?

03 GETTING GDPR READY



01. GDPR IN CONTEXT

**DATA
PROTECTION
DIRECTIVE**

1995

**E-PRIVACY
LAW**

2009

GDPR

2018

02. WHAT IS GDPR?

THE LOW-DOWN ON GDPR

EU REGULATION

25TH MAY 2018

UPDATE TO DPD

PERSONAL DATA

CONSENT

WHAT IS PERSONAL DATA?

ANY INFORMATION RELATING TO AN **IDENTIFIED** OR **IDENTIFIABLE** NATURAL PERSON ("DATA SUBJECTS")

Not just PII but IP addresses & cookie ID's



IDENTIFIED

"WE CAN DISTINGUISH THEM FROM OTHER MEMBERS OF THE GROUP"



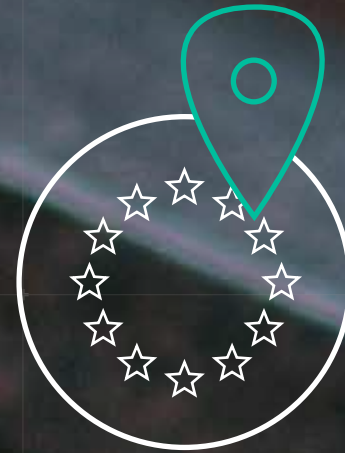
IDENTIFIABLE

"CAN BE IDENTIFIED DIRECTLY OR INDIRECTLY, IN PARTICULAR BY REFERENCE TO AN IDENTIFIER
E.G. NAME, ID NUMBER, LOCATION DATA"

WHERE DOES GDPR APPLY?



**THE DATA CONTROLLER
OR DATA PROCESSOR
IS IN THE EU**



**THE DATA CONTROLLER OR DATA
PROCESSOR IS NOT IN THE EU BUT THE
DATA SUBJECTS ARE IN THE EU**

GAINING CONSENT

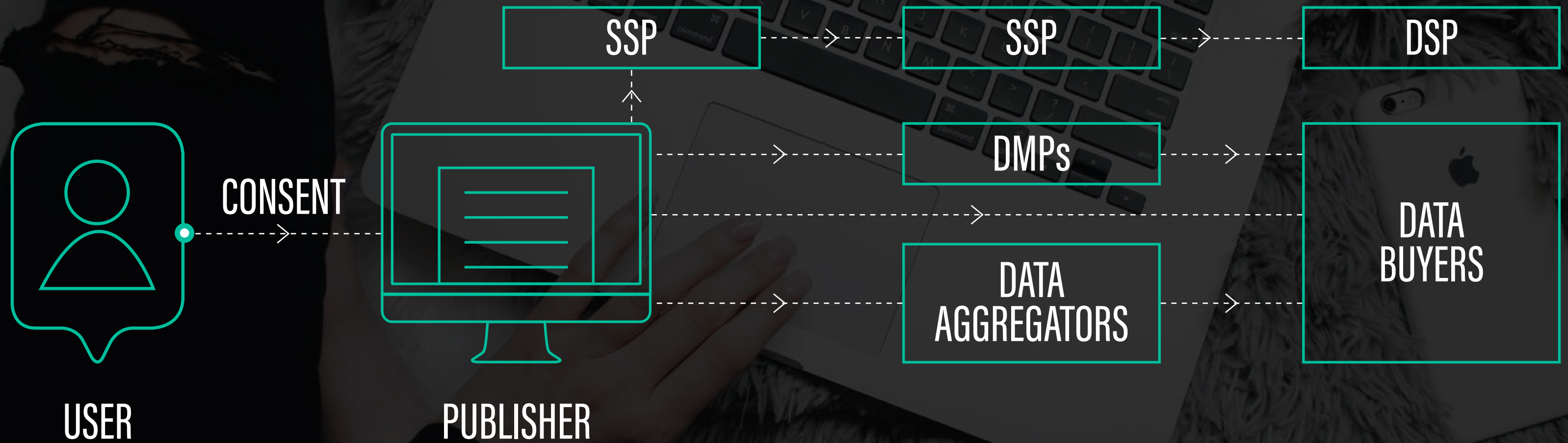
CONSENT IS FREELY GIVEN, SPECIFIC, INFORMED AND UNAMBIGUOUS

OPT-IN IS NOT SILENCED

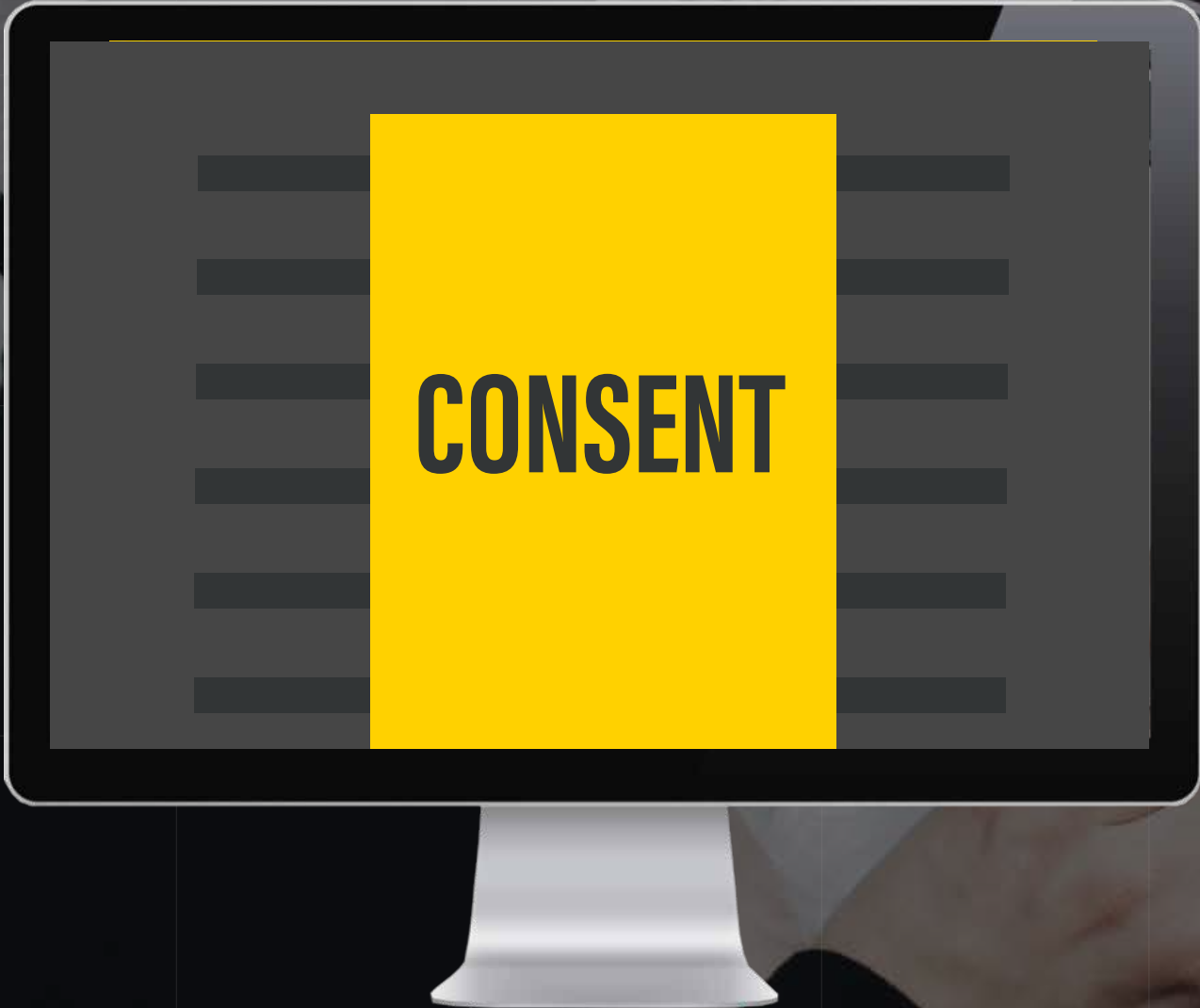
OPT-OUT IS AS EASY AS OPT-IN

USER CONSENT MUST BE SHOWN

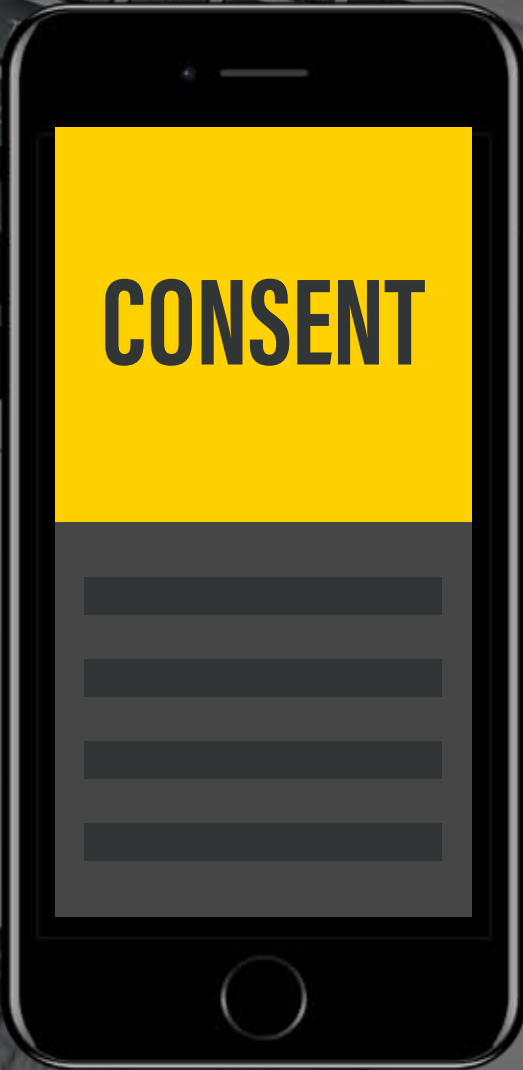
USER CONSENT JOURNEY



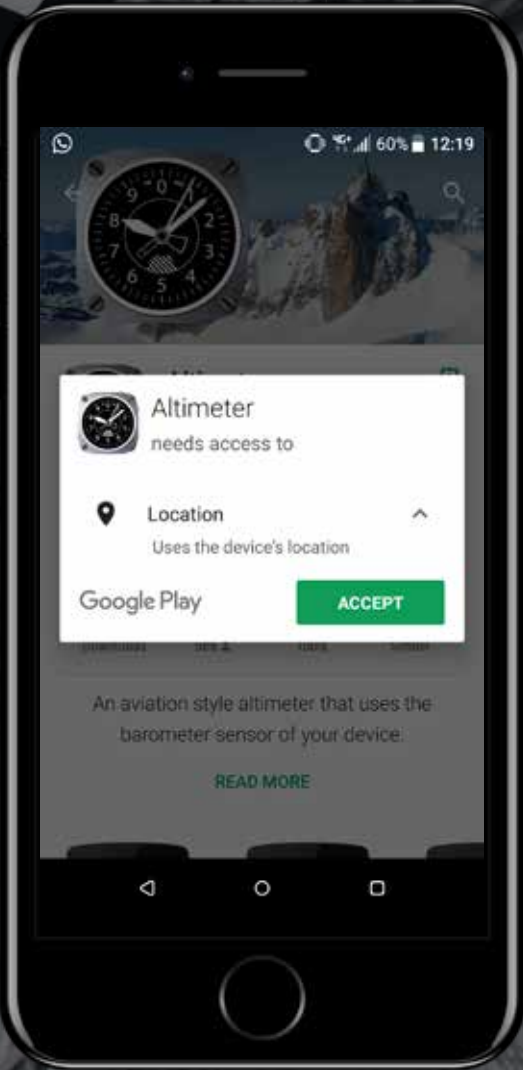
CONSENT BY DEVICE & MEDIA TYPE



DESKTOP



MOBILE WEB



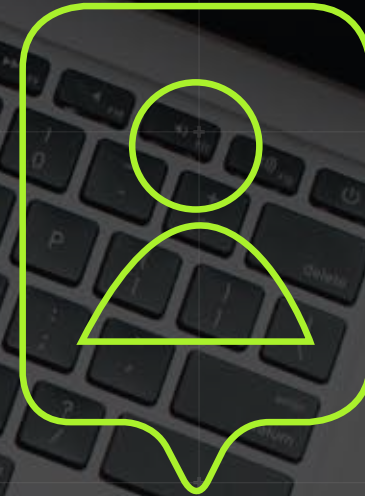
IN-APP

USER RIGHTS



EXISTING USER RIGHTS

- | ACCESS
- | RECTIFICATION
- | OBJECTION TO PROFILING
OR DIRECT MARKETING



NEW GDPR USER RIGHTS

- | ERASURE: THE RIGHT TO
BE FORGOTTEN
- | PROCESSING RESTRICTIONS
- | PORTABILITY

DATA, DATA, DATA

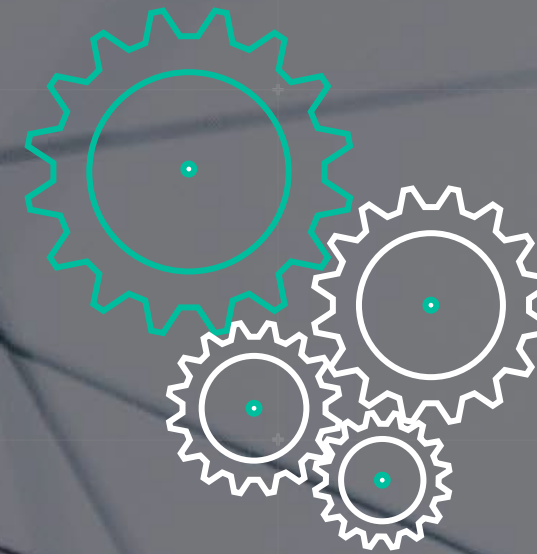
captify.

DATA
CONTROLLER



OR

DATA
PROCESSOR



DATA PROTECTION OFFICER

- + ADVISE EMPLOYER/CLIENT ON DATA PROTECTION LAWS
- + MONITOR COMPLIANCE
- + ADVISE DATA IMPACT ASSESSMENTS
- + LIAISE WITH SUPERVISORY AUTHORITY

GDPR PENALTIES

captify.

UP TO

€20
MILLION

OR

4%
OF TURNOVER

03. GETTING GDPR READY



CAPTIFY'S GDPR READY

captify®



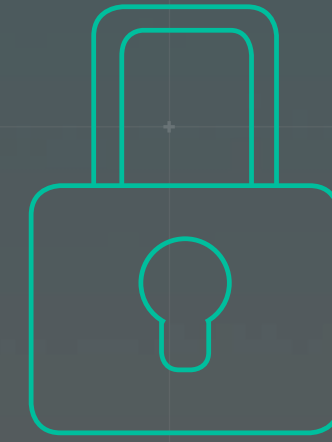
**DATA
INVENTORY**



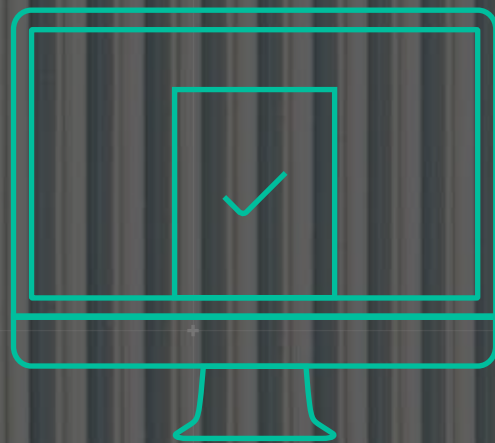
**DATA
MAPPING**



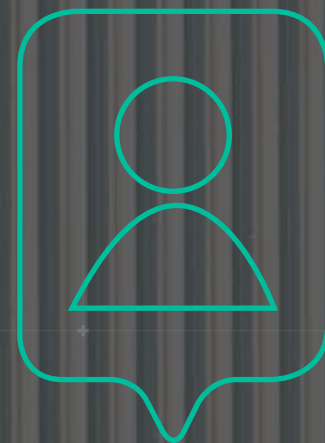
**DPIA (DATA PRIVACY
IMPACT ASSESSMENT)**



SECURITY



**CONSENT
MECHANISM**



**DATA PROTECTION
OFFICER**



**INDUSTRY
EDUCATION**



**CONTRACT
REVIEWS**



**GDPR
CERTIFICATE**

ARE YOU GDPR READY?

- + REVIEW DATA COLLECTION & PROCESSING
- + EVALUATE PARTNERS
- + DEVELOP PROCESSES
- + INTERNAL GDPR EDUCATION
- + CLIENT DATA
- + SECURITY
- + DPO

Q&A
