GDPR legislation – What it means for you

Welcome & Introduction

GDPR

Chris Court

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Introduction

- Websites
- Marketing
  - ✓ Social Media
  - ✓ Google AdWords
  - ✓ Search Engine Optimisation
  - ✓ email Marketing
- Training
- Consultancy

Introduction

GDPR - The New Y2K Bug?

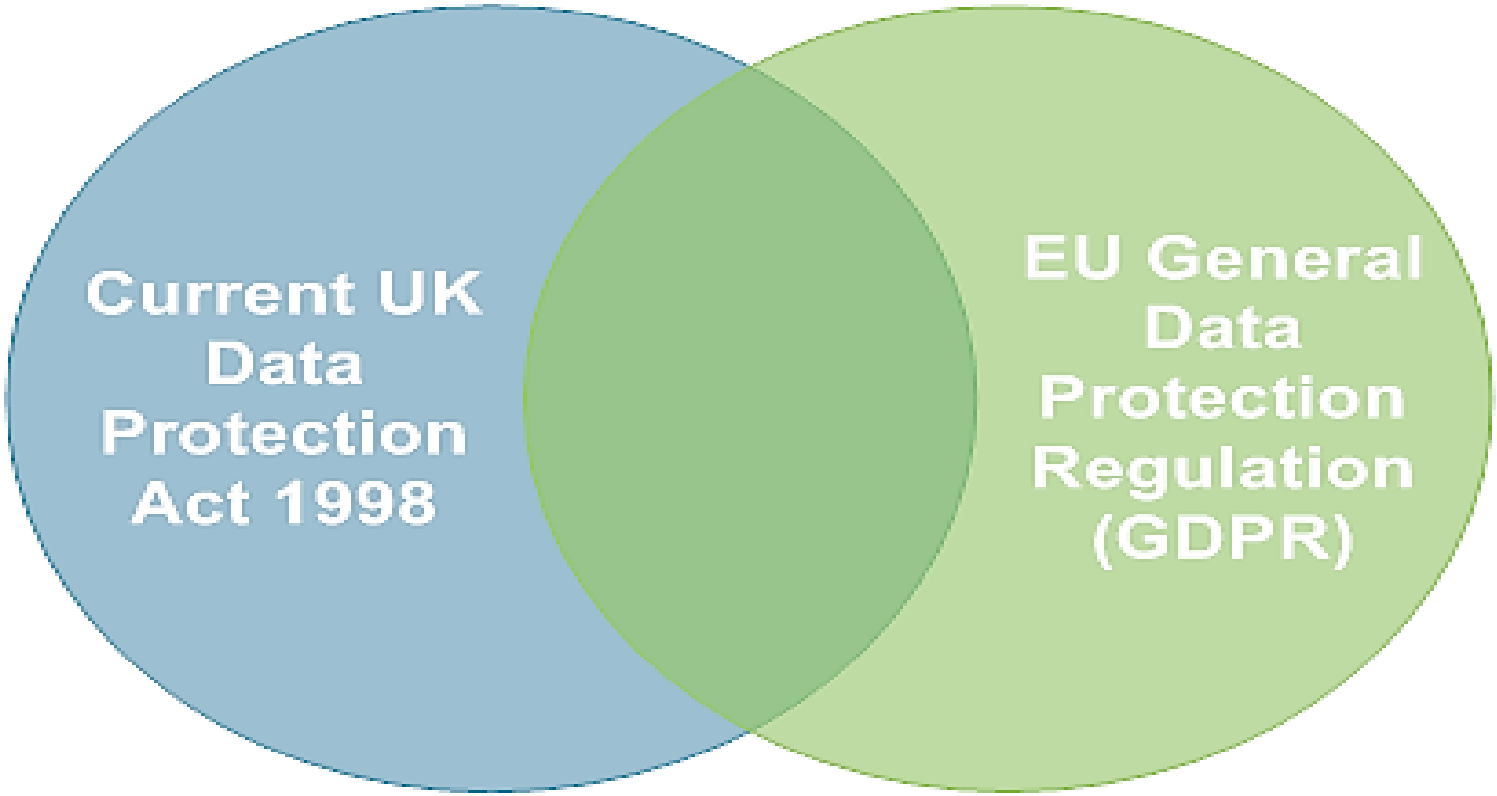
GDPR Myths

Myth: The biggest threat is eye-watering fines

Myth: GDPR is limited to personally identifiable information

Myth: GDPR is a Europe-only issue

Regulatory Requirements



Data Protection Act 1998

GDPR - The New Y2K Bug?

£500,000

GDPR - The New Y2K Bug?

The costs of non-compliance

1) Up to €10 million, or 2% annual global turnover – whichever is higher.
2) Up to €20 million, or 4% annual global turnover – whichever is higher.

The fines are based on the specific articles of the Regulation that the organisation has breached. Infringements of the organisation's obligations, including data security breaches, will be subject to the lower level, whereas infringements of an individual's privacy rights will be subject to the higher level.

GDPR - The New Y2K Bug?

Global

Breach ?

GDPR - The New Y2K Bug?

Information Held ?

Data Controller / Data Processor

Consent?

Subject Access Requests

DPO?

Under the GDPR, you **must** appoint a DPO if:

- you are a public authority (except for courts acting in their judicial capacity);
- your core activities require large scale, regular and systematic monitoring of individuals (for example, online behaviour tracking); or
- your core activities consist of large scale processing of special categories of data or data relating to criminal convictions and offences.

Awareness

Your Crown Jewels

Information Security & Business Continuity System

Practical action we can take towards GDPR compliance

Mailing Lists
Cookies
Web Forms
Privacy Policy

Practical action we can take towards GDPR compliance

Mailing Lists

- Can you demonstrate consent?
- Without provable consent;
  - Existing Customers (contract)
  - Networking Groups / Clubs
    - Opt-Out Options
    - Original purpose of data
    - Valuable Service?
- No consent, contract – delete
- Give options to current lists to re-opt-in

Practical action we can take towards GDPR compliance

Mailing Lists

- Obtain consent and be clear what you will use the data for.
- Maintain a clear record of your email marketing practices.
- Only collect what is reasonable and needed for purpose.
- Easy gateway to unsubscribe.
- Right to Access and right to be forgotten.

Practical action we can take towards GDPR compliance

Cookies

- Does your website use Cookies?
- Not all cookies are used in a way that could identify users, but the majority are.
- When cookies can identify an individual via their device, it is considered personal data.
- To become compliant, we either stop collecting the offending cookies or find a lawful ground to collect and process that data.

Practical action we can take towards GDPR compliance

Cookies

- Implied consent is no longer sufficient. ‘By using this site, you accept cookies’ messages are also no longer sufficient.
- Clarity over what is being collected what the data will be used for, and the implications of acceptance.
- Sites will need to provide an opt-out option and It must be as easy to withdraw consent as it is to give it.

Practical action we can take towards GDPR compliance

Web Forms

- Request positive consent.
- Request only the data you need.
- Make the terms and conditions clear.
- Make it easy to withdraw consent.
- Open channel for data requests.

Practical action we can take towards GDPR compliance

Web Forms

I collect personal information when you enquire about my courses or services. I will use this information to provide the training or services requested, maintain records and, if you agree, to send you marketing information. I will not share your information for marketing purposes with any other companies. For more information explaining how I use your information please see my Privacy Policy.

☐ I would like to receive further information about your services

SEND

if you have previously agreed to us using your personal information for direct marketing purposes, you may opt-out at any time by writing to us at the address below, by emailing us on chris@chriscourtassociates.co.uk, calling me on 07973 105337 or via the contact page

Your current state: Allow all cookies (Necessary, Preferences, Statistics, Marketing).
Changing your consent | Withdraw consent

Practical action we can take towards GDPR compliance

Privacy Policy

- Concise, transparent, intelligible and easily accessible.
- Written in clear and plain language, particularly if addressed to a child.
- Identity and contact details of the controller & DPO
- Purpose of processing the data, and legal basis
- Details of any transfers to third parties
- Retention periods
- Rights to source, withdraw & complain

Practical action we can take towards GDPR compliance

Cookies

- Ties in With Cookies, Web Forms and Mailing Lists;
  - What information is being collected?
  - Who is collecting it?
  - How is it collected?
  - Why is it being collected?
  - How will it be used?
  - Who will it be shared with?

Session Summary

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