

What is GDPR?

- The General Data Protection Regulation (GDPR)
- European Union regulation – As of May 25, 2018
- Protection of data of EU residents.
- It also addresses the export of personal data outside the EU.

GDPR applies to you IF

- European customers
- European email subscribers
- European website visitors
- European app users

PII and non-PII

- **Personally Identifiable Information (PII)**
(Name, email, address, phone number, demographics, etc.)
- **Non-Personal Information**
(Cookies, digital fingerprinting, etc.)

Examples

- Websites (WordPress, Drupal...)
- Email (Gmail, Constant Contact...)
- Surveys (SurveyMonkey, Qualtrics...)
- Comments (CMS, Facebook...)
- eCommerce (Amazon, Shopify...)

GDRP “Consent” Steps

- **You must provide NOTICE**
(Legal basis and need to collect personal data)
- **You must get CONSENT**
 (“I agree” or “I disagree”)
- **You must obtain consent by QUERY**
(Click a button or tick a box – does not include silence or pre-checked boxes)
- **You must honor customer RIGHTS**
(Right to access data, to change data, to be forgotten, to object to direct marketing...)
- **You must be able to REVOKE consent**

Develop Processes to Manage GDRP

- **How will format personal data?**
- **How will you rectify personal data upon request?**
- **How will you “forget” a person (especially transactional)?**
- **How will you notify customers that requests are fulfilled?**
- **You may already have a process for “opt-outs”.**

So,

- **Update your policy policy.**
- **Implement a way to collect and track consent and requests.**
- **Have processes in place to:**
 - 1. Provide individuals copies of personal data.**
 - 2. Allow them to correct personal data.**
 - 3. Allow them to revoke their consent.**
 - 4. Remove all personal data about a person from your systems.**