



GDPR is changing the way European Union businesses and trading partners approach consumer privacy. With much at stake, now is the time to learn more about the impact of these new rules.

- The General Data Protection Regulation, or GDPR, aims to protect the personal information of European Union consumers.
- Personal information can be anything that allows someone to be directly or indirectly identified. This may be a name, an address, IP address—even sensitive data, such as trade union memberships, religious beliefs, political opinions, racial information, and sexual orientation.
- The GDPR replaces all existing data protection rules in the EU, giving consumers more say in how their information is treated—and calling for stiff penalties for businesses that don't comply.
- While the GDPR primarily impacts the EU, companies outside the EU that trade with, collect or processes personal information of EU consumers are also subject to its laws and the consumer rights outlined within it.
- These rights include:
 - The right to be clearly informed
 - The right to access your own data
 - The right to rectification
 - The right to be forgotten
 - The right to portability
 - The right to object
 - The right to protection from automated decision making
 - The right to know if your information has been compromised
- Companies covered by the GDPR are accountable for their

handling of people's personal information. This can include enacting data protection policies, holding data protection impact assessments and keeping relevant documents on how consumer information is processed.

- Companies with more than 250 employees must document why this information is being collected and processed, describe what information is being held, catalog how long it's being kept and show what technical security measures are in place to keep it protected. Additionally, companies may have to employ a Data Protection Officer (DPO).
- Failure to comply can lead to warnings, data processing bans, ordering the rectification, restriction or erasure of data and suspension of data transfers to third countries. It can also result in administrative fines of up to four percent of annual global turnover or twenty million Euros—whichever is greater.

GDPR



For the animated training module on this topic, see your manager or information security rep.