

GDPR

What is GDPR and will it affect my business?

General Data Protection Regulation (GDPR), is a new set of rules that went into effect on May 25, 2018 with the goal of giving European Union citizens more control over their personal data. GDPR ensures organizations who gather personal data do so legally, and places responsibility on these organizations to protect that data from misuse. If your business serves or you deal with data of EU citizens, GDPR applies to you. You will need to comply with GDPR or you may be faced with fines.

FACT 1: EXPLICIT CONSENT

GDPR ensures organizations that gather personal data comply with the GDPR framework. A key element of the regulation is user control over their data. A user can request that any personal data collected by an organization be permanently deleted from their data holdings. This regulation requires **explicit consent** be obtained from the user. Personal data now includes IP addresses, DNA and cookies, as well as the traditional personally identifiable information (PII) elements of name, address, date of birth and other personally identifiable information.

FACT 2: EU CUSTOMERS, SUPPLIERS, VISITORS

If your business services the UE or you deal with the data of EU citizens, GDPR applies to you. If you have a website, and you have EU visitors, you will need to comply (since most websites collect cookies on site visitors). The EU plans to levy fines against organizations that violate the GDPR, with fines ranging from 10 million euros (\$11.6 million U.S dollars) to four percent of the company's annual global turnover*, a figure which for some could mean billions.

*Annual turnover is the percentage rate at which a mutual fund or an exchange traded fund replaces its investment holdings on an annual basis.

Still have questions, need help?

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Did you know?

- ✓ GDPR fines for noncompliance could cost your company millions
- ✓ Users now have more control over the data that is collected on them - like website visits
- ✓ In all likelihood, your business will need to comply with GDPR
- ✓ NCSS plans to help your company become GDPR compliant with our GDPR guide and checklists

JOIN THE NCSS

Become a member of **The National Cybersecurity Society** today and learn more about how to protect your business from a cyber attack.