

How the GDPR will change the way you do business

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GDPR Compliance



What's
GDPR?



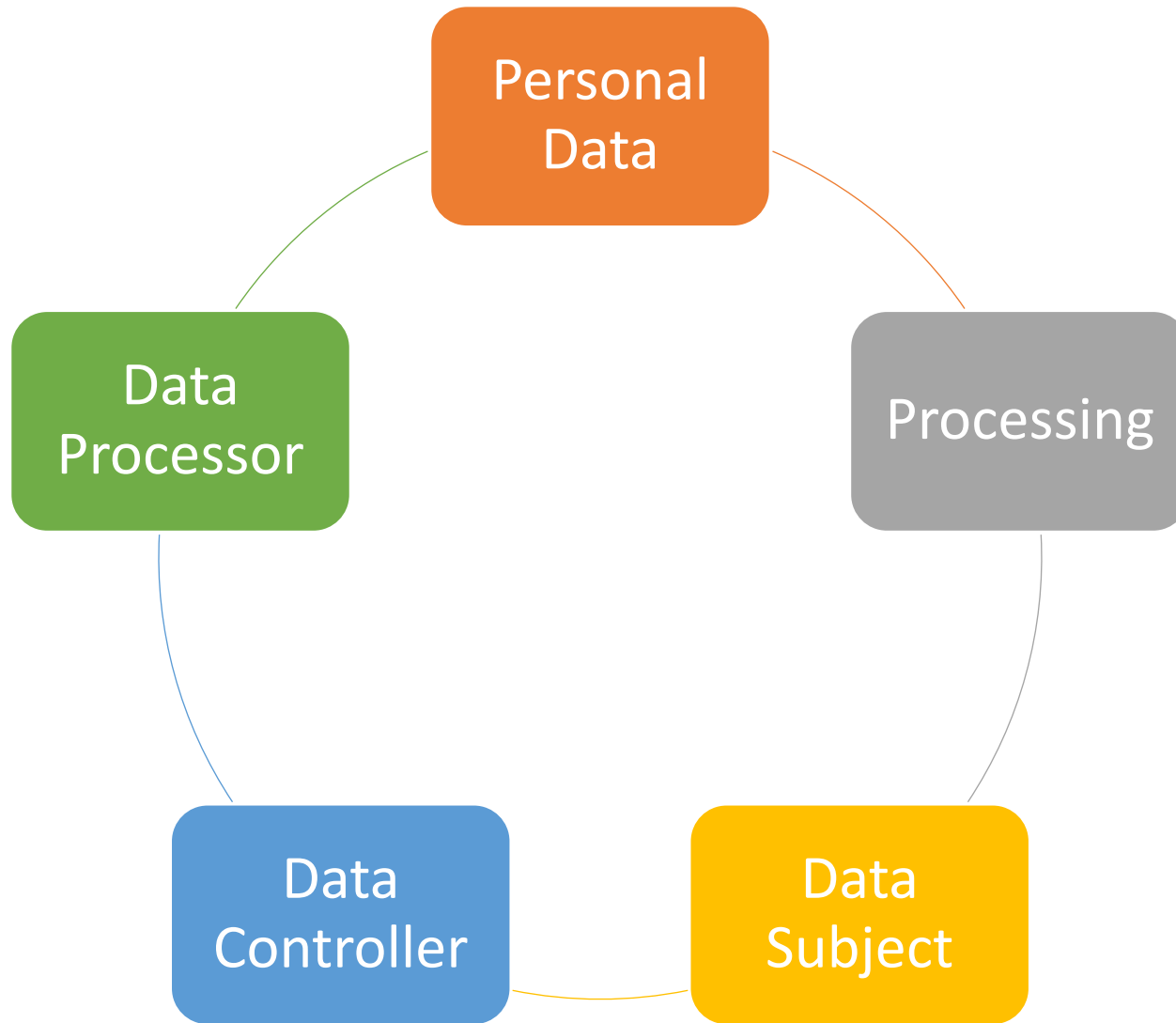
Do I need
to worry
about it?



What do I
do to
comply?

About data protection





**Lawful, fair &
transparent**

Specific purpose

Relevant

Accurate

Retention

Security

**Individuals'
rights**

**International
transfer**

Data Subject has given consent

Required for performance of a contract

Legal obligation

To protect interests of the Data Subject

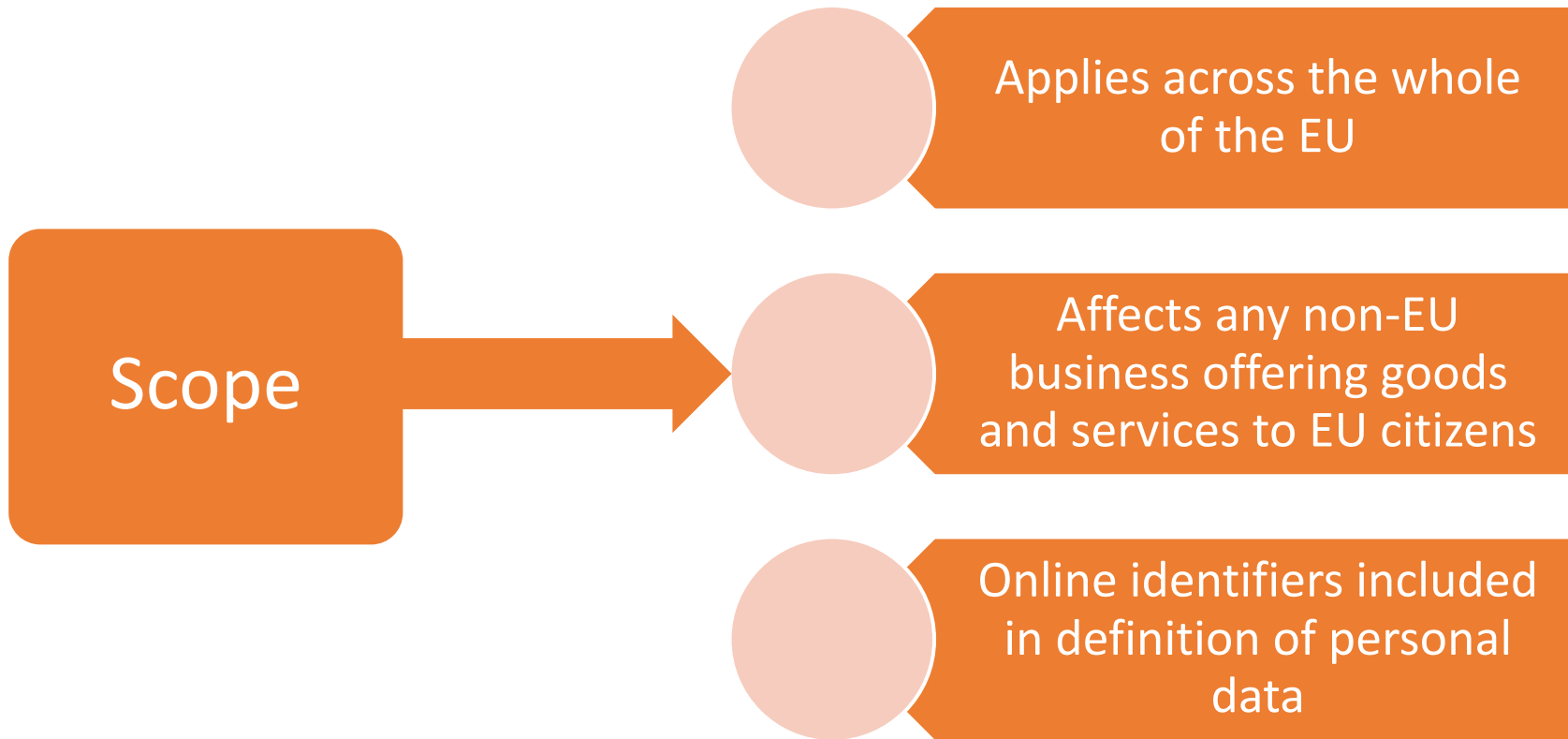
In the public interest

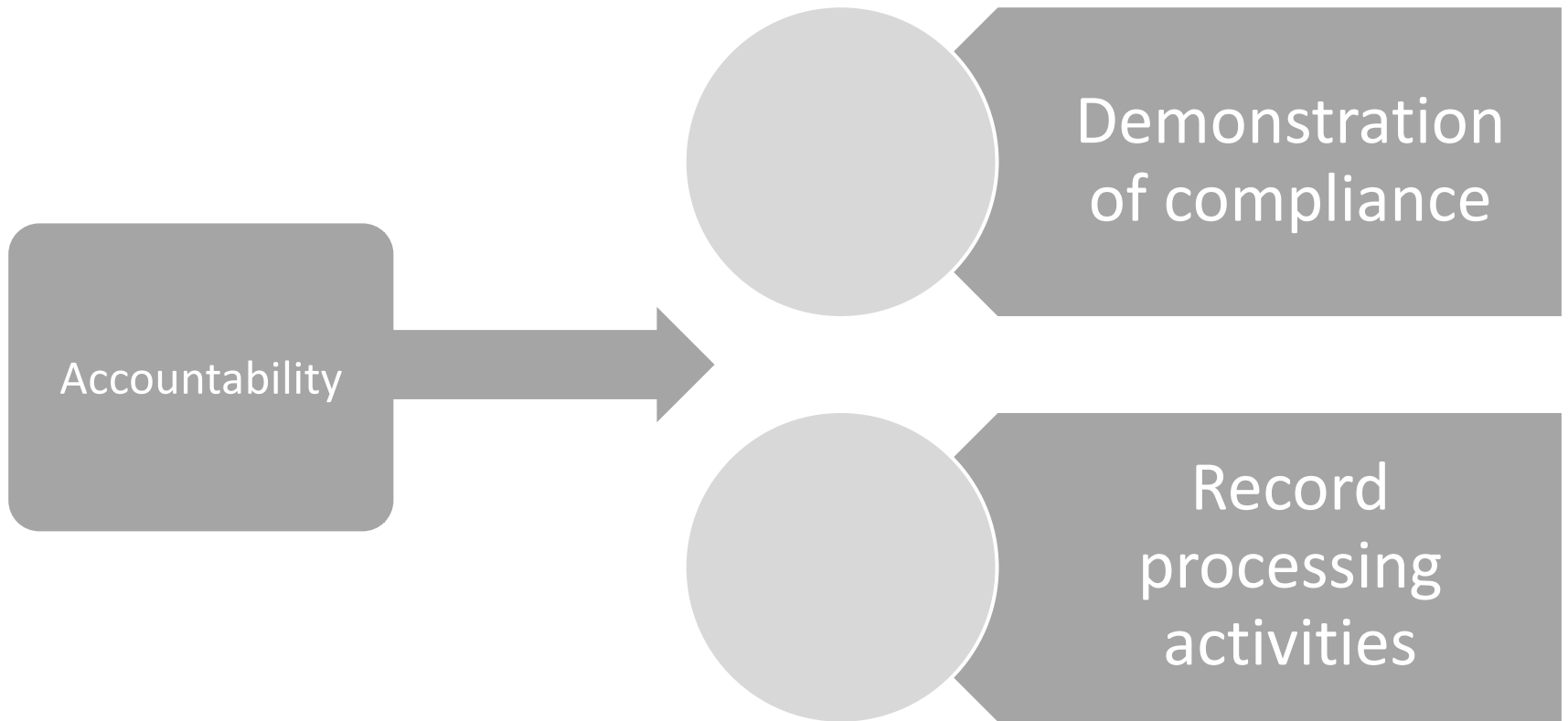
Legitimate interests of the Data Controller

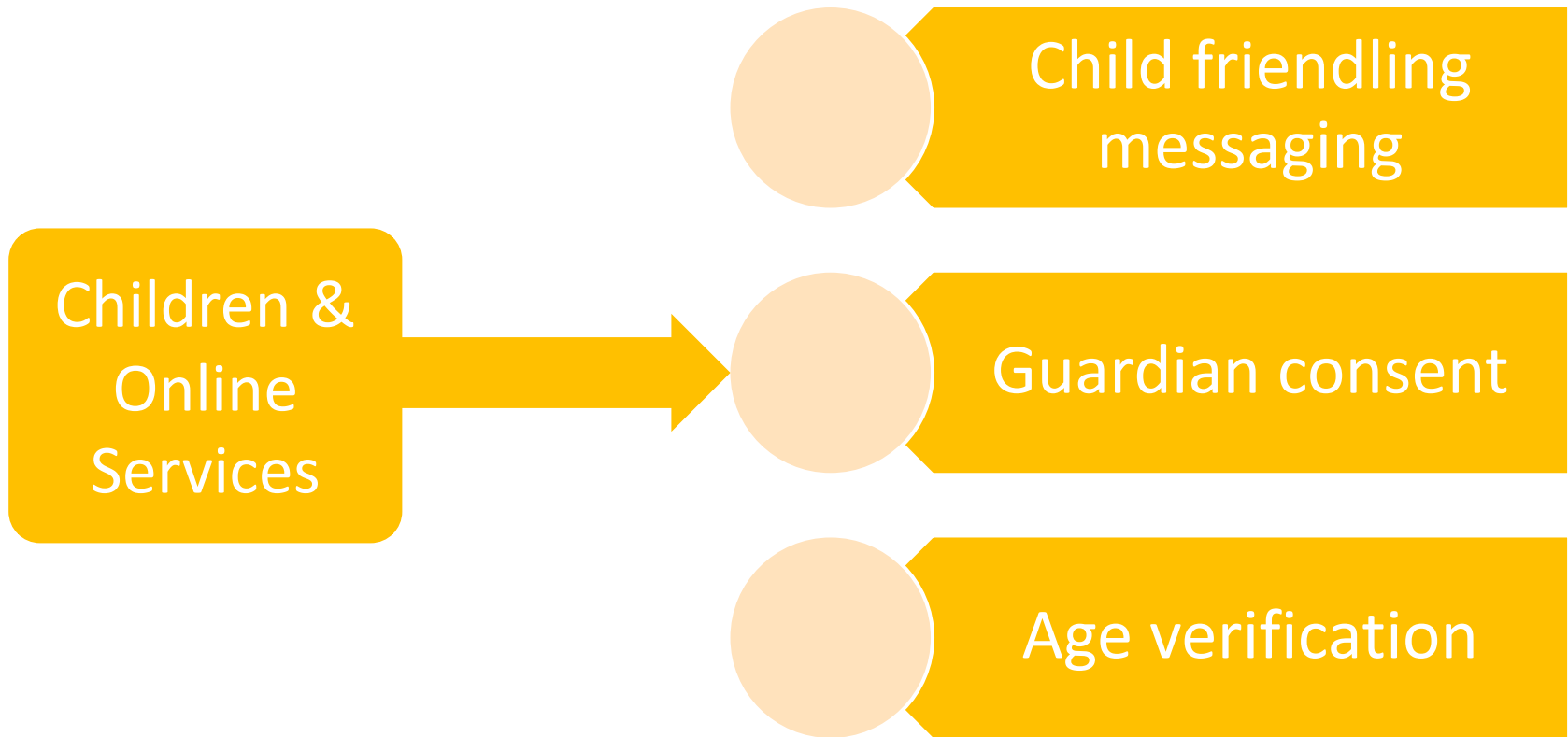
General Data Protection Regulation

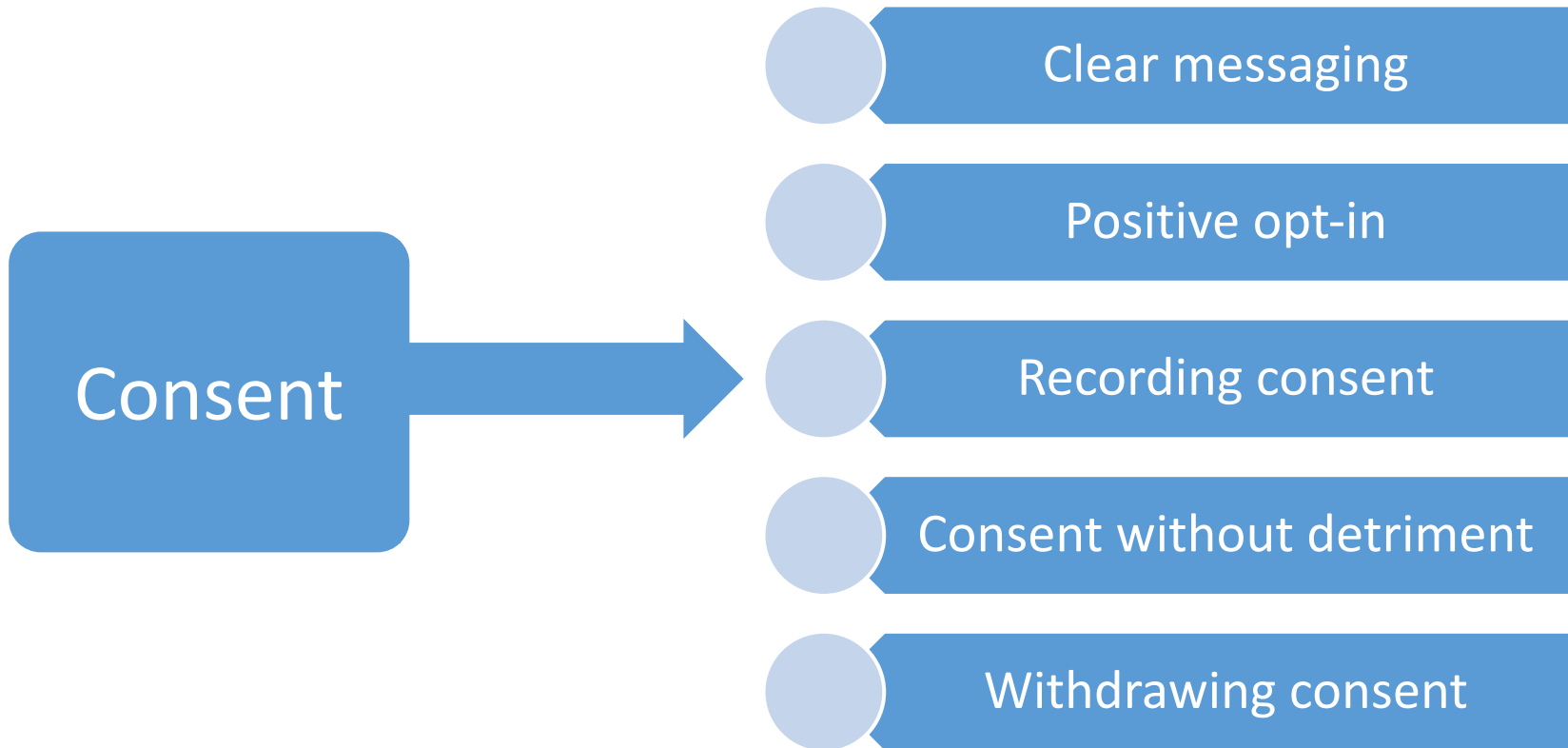


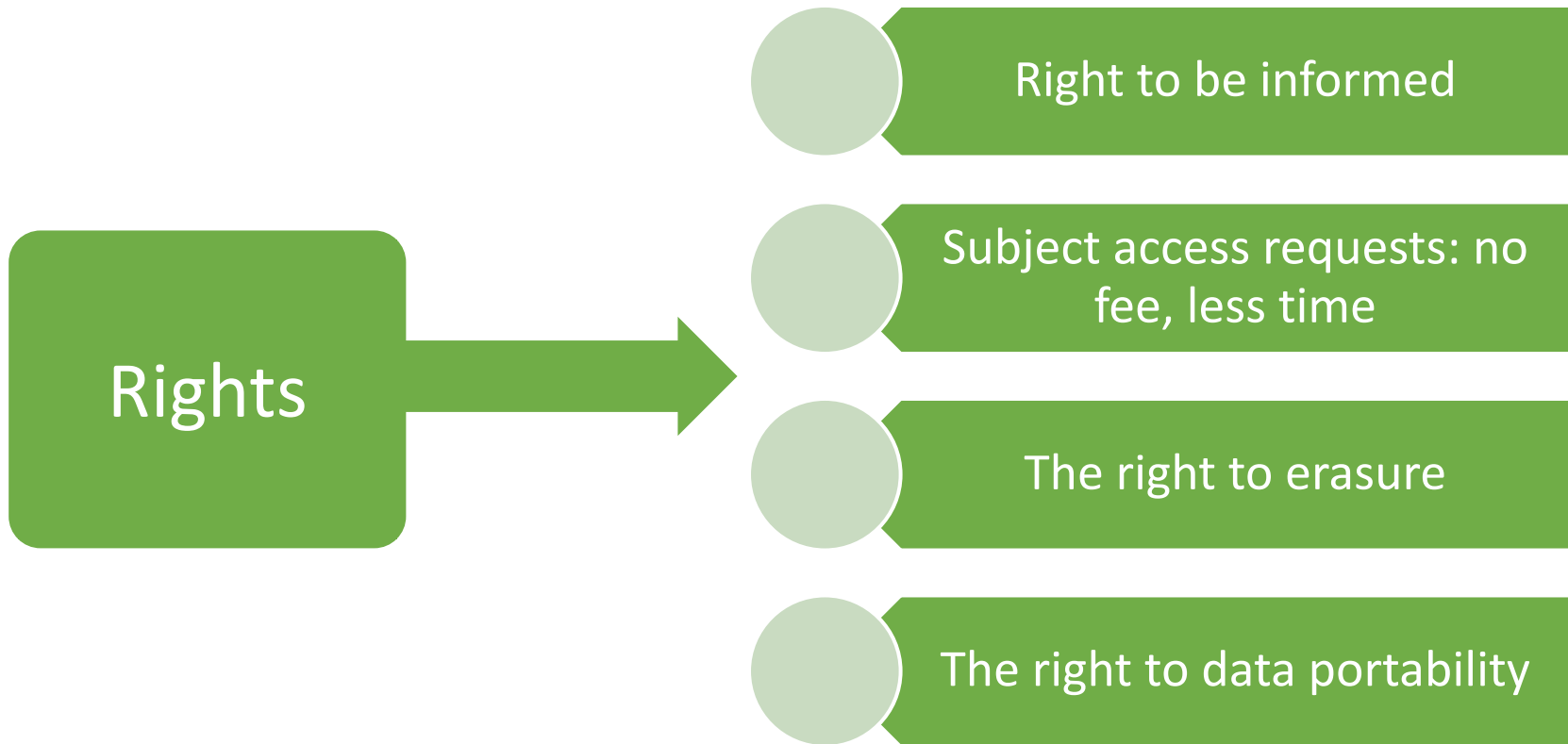


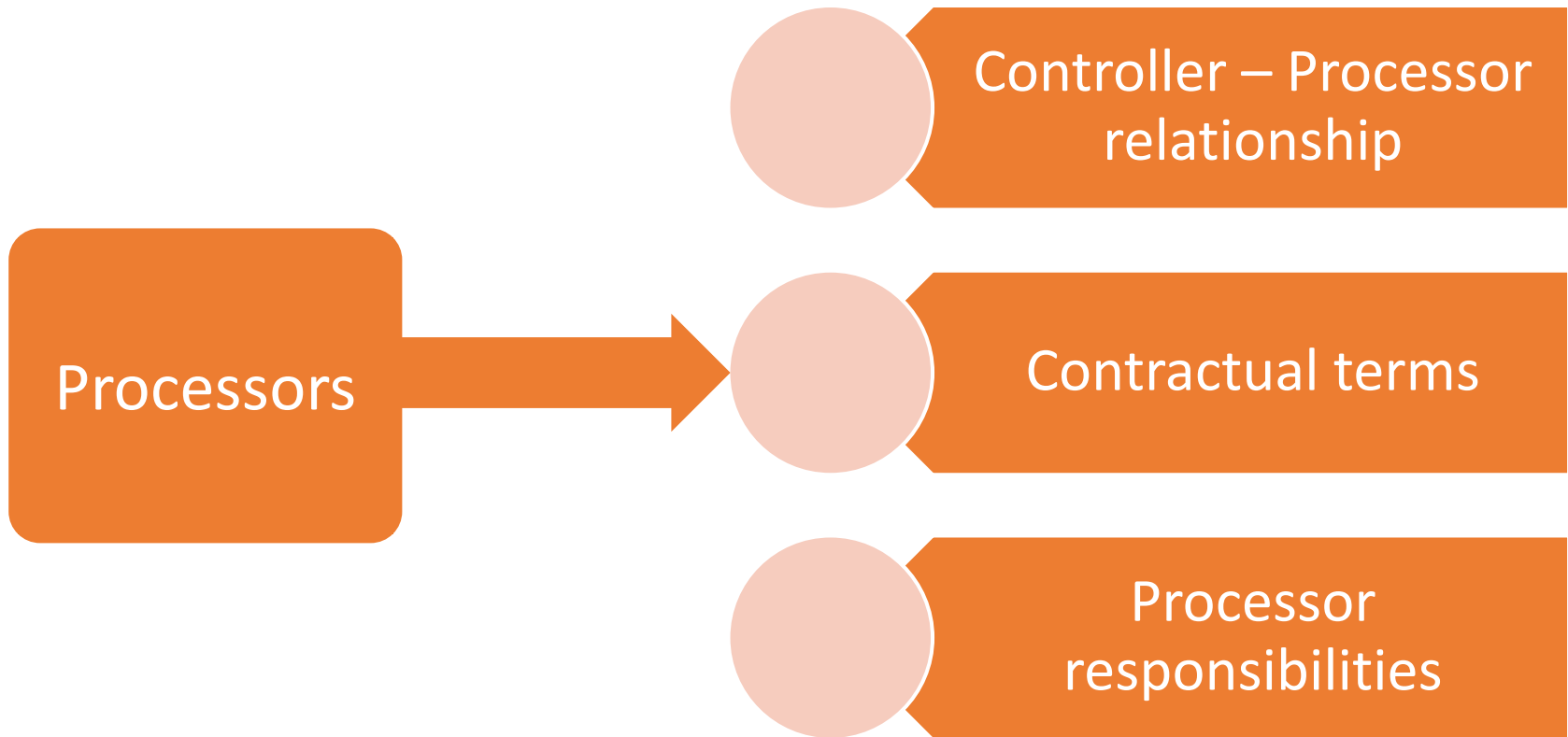


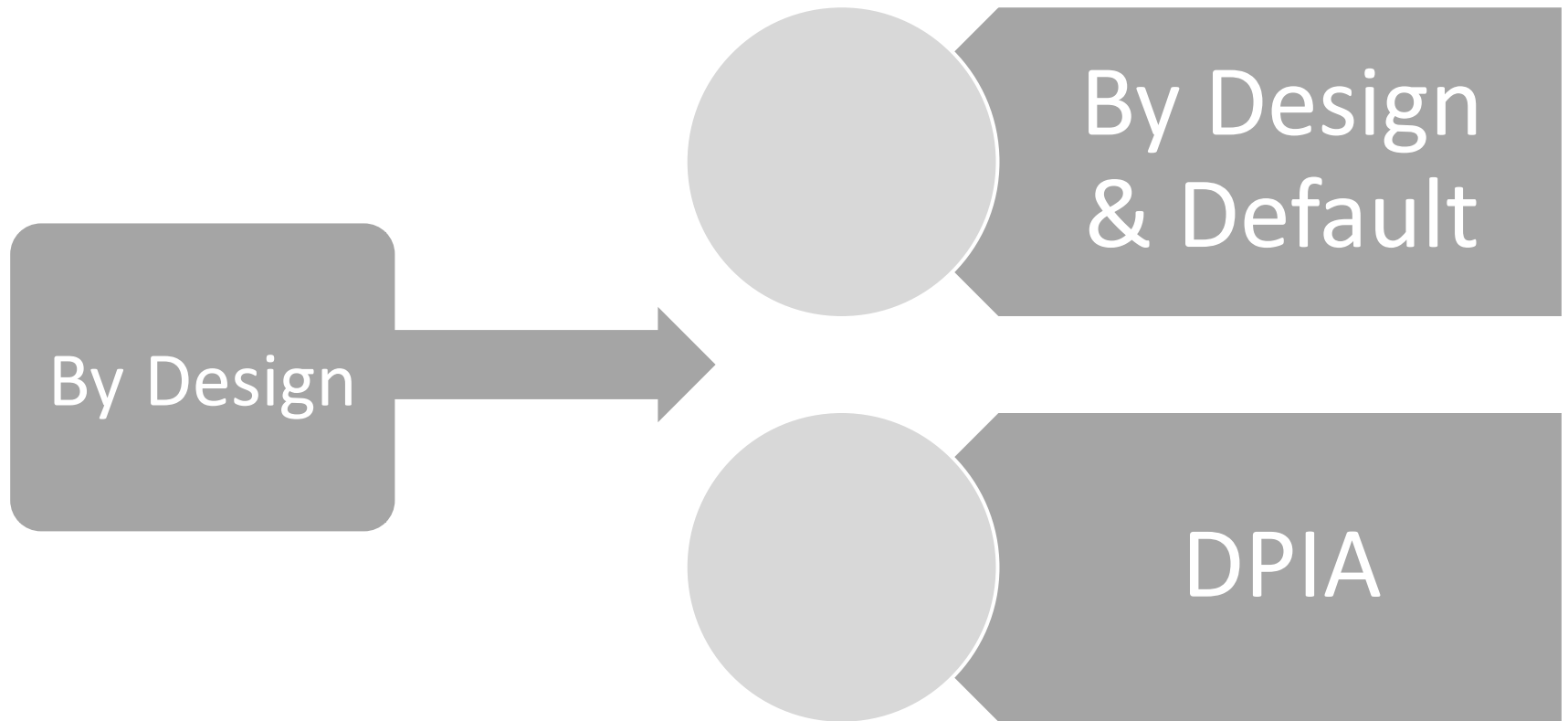


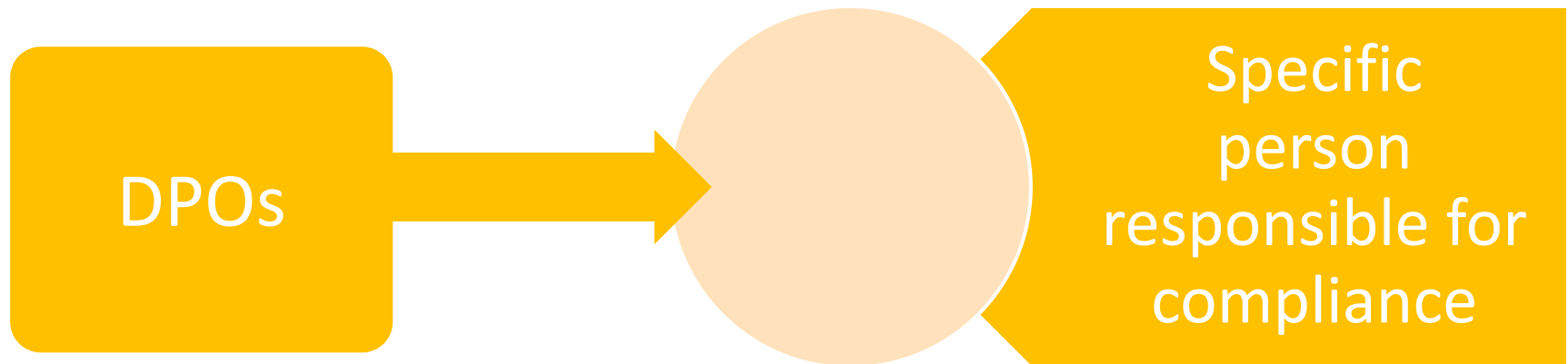


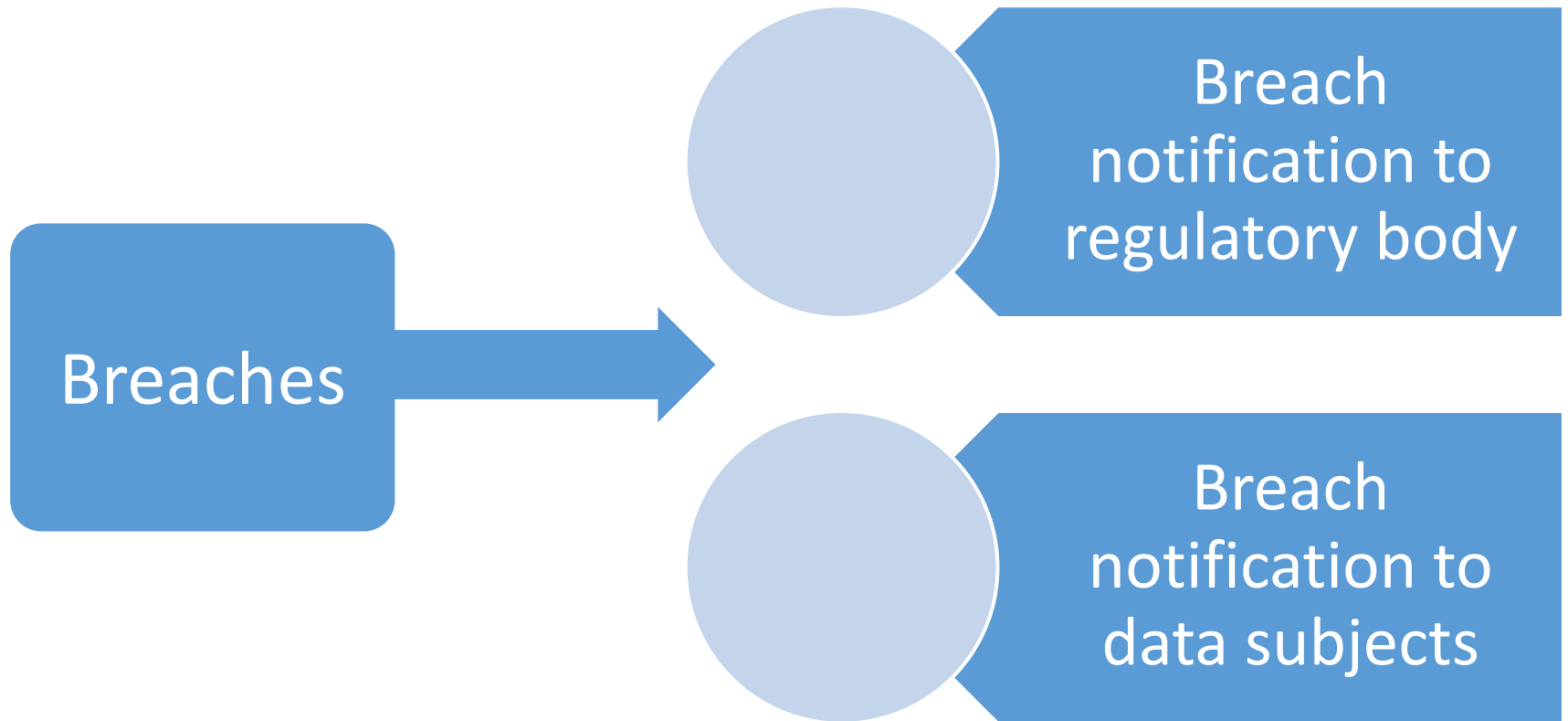


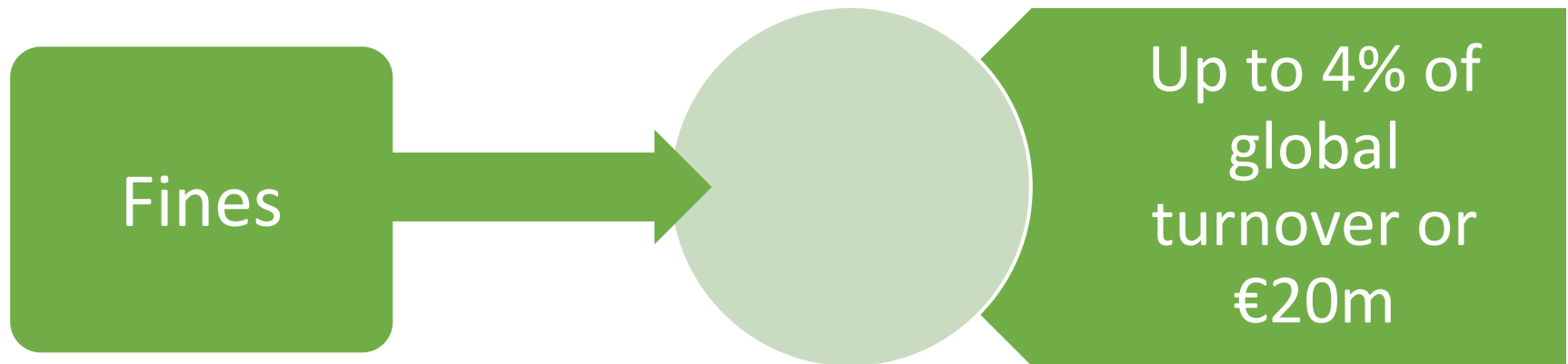












GDPR challenge: Marketing





Consent for new data

Third Party Data

Legacy Data

Ongoing Management



Consent for new data

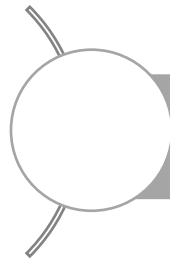
Audit existing data capture



Adjust data capture & privacy notices to be GDPR compliant



Record your approach and findings



Third Party Data

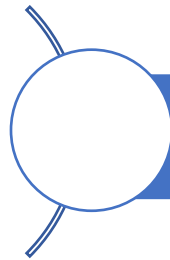
Carry out due diligence on provider and source



Appropriate consent and proof?



Record your approach and findings



Legacy Data

Does your data meet the new GDPR consent rules?



Can you lawfully re-verify consent?



An opportunity to refresh your data?



Record your approach and findings



Ongoing Management

Regular data
quality &
consent
refresh



Make it easy
for consent
withdrawal



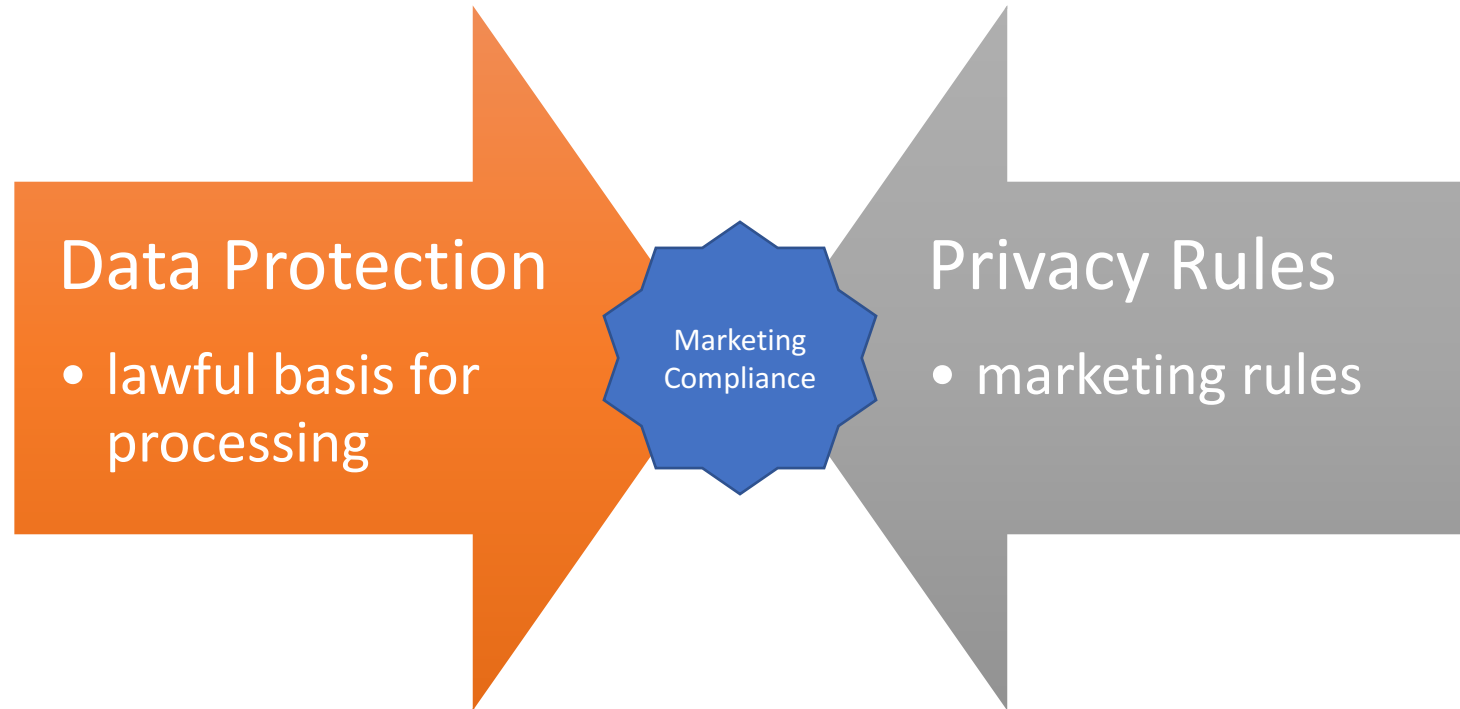
Act on
withdrawal
of consent
immediately
&
remember



Document
your
approach



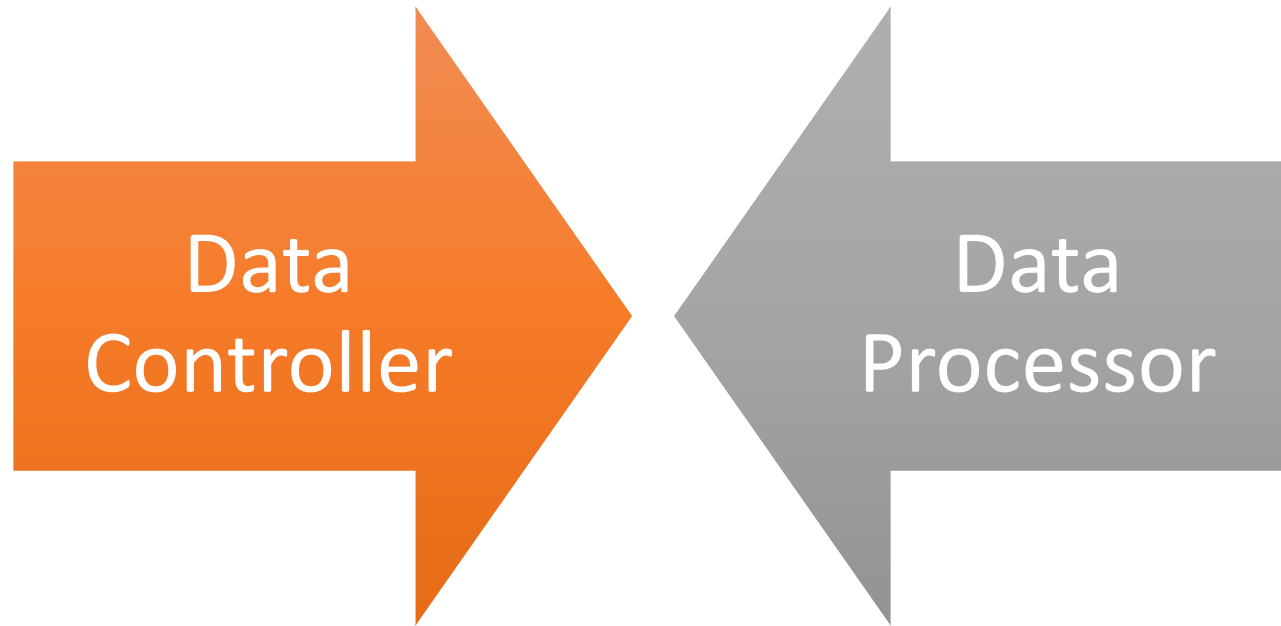
Make sure
your team
are trained
in the ways
of the GDPR



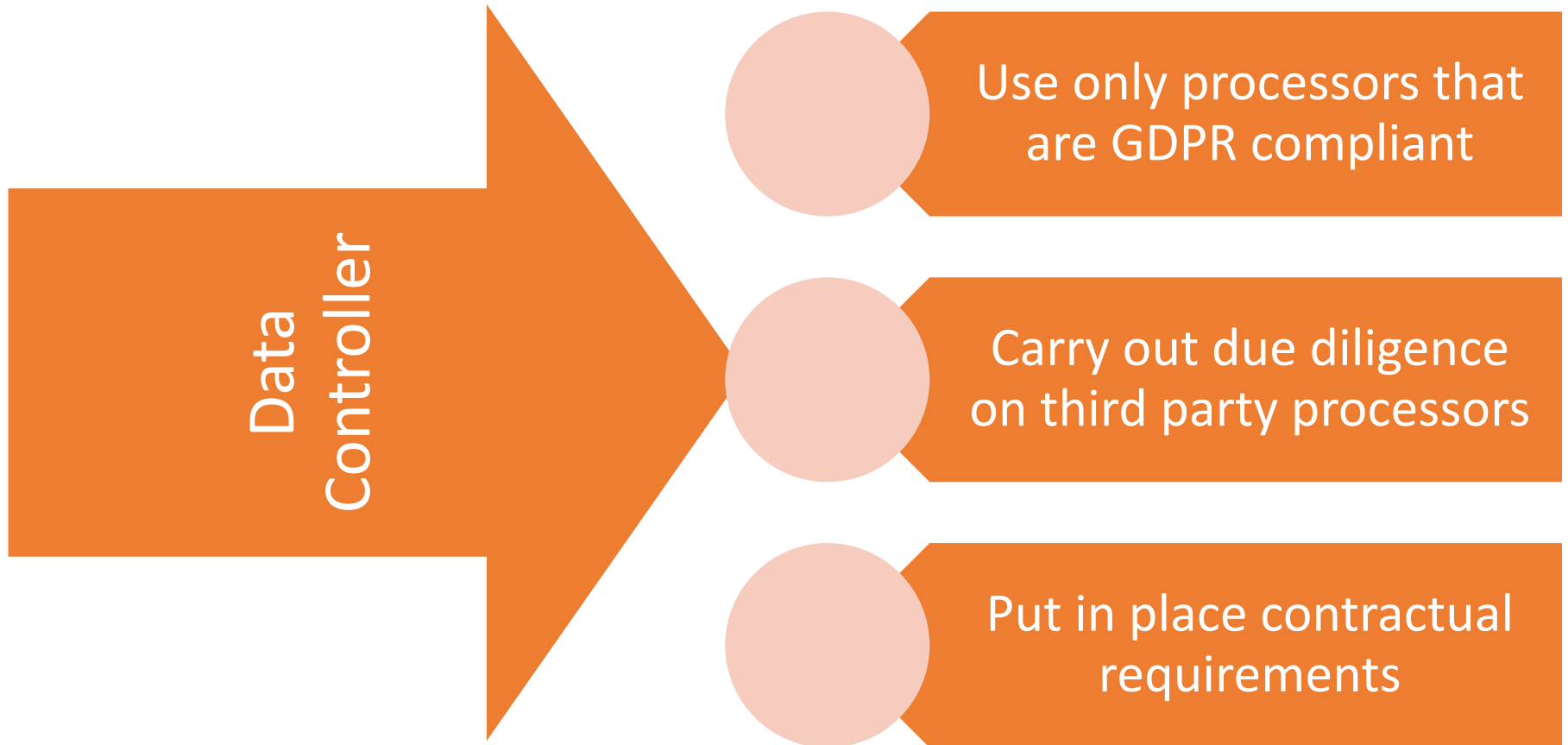


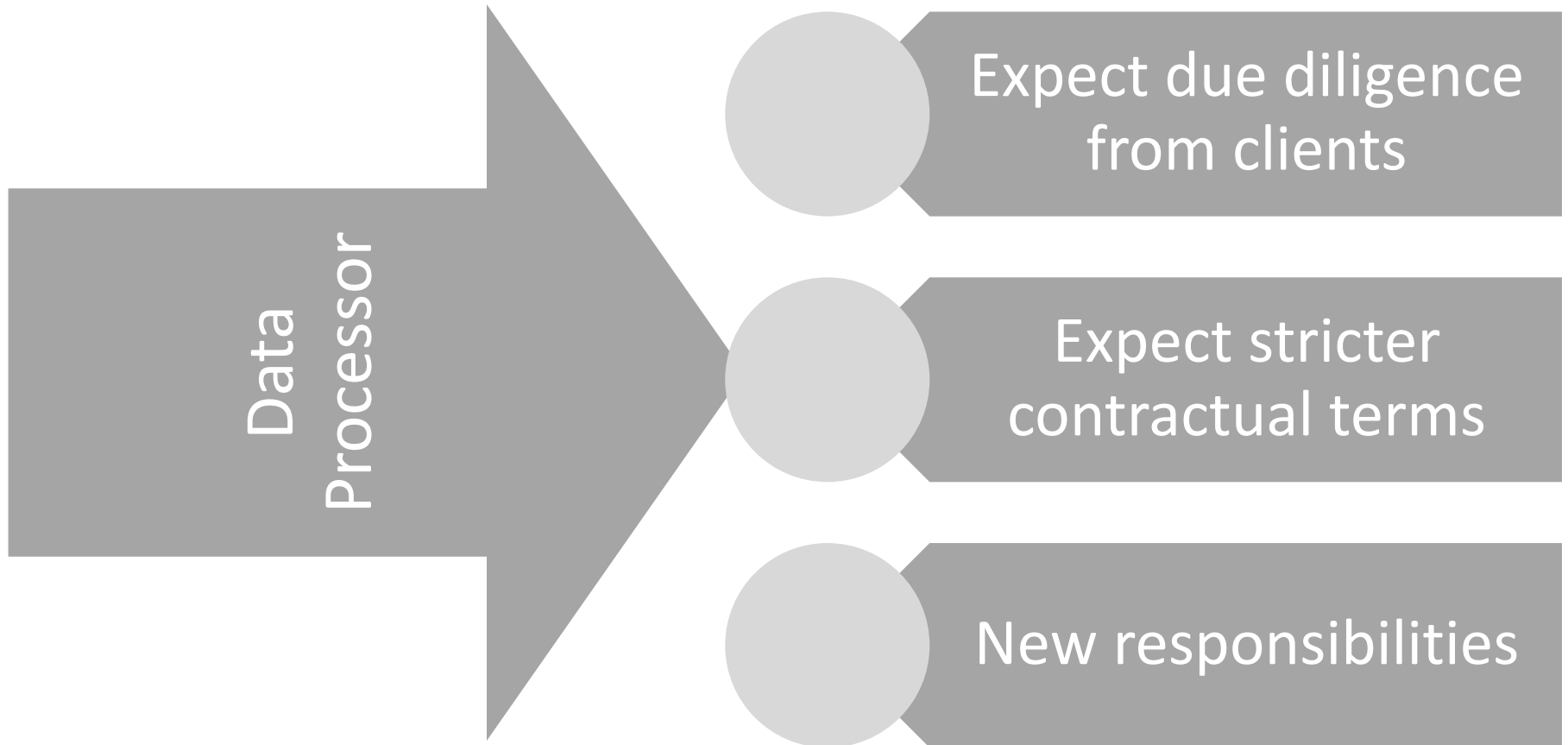
GDPR challenge: Controller - Processor





Which are you?





Being GDPR compliant



Appoint someone to take responsibility and act as a single point of contact

Audit your data, systems and policies

Document your approach to data protection & put policies in place

Provide internal documentation and guidance

Train your staff

Maintain your compliance & keep up to date

Prepare

- Know the GDPR
- Get senior buy-in
- Set up a working group

Audit

- Data
- Systems
- Policies

Analyse

- The state of your data
- Policy updates
- System changes

Deliver

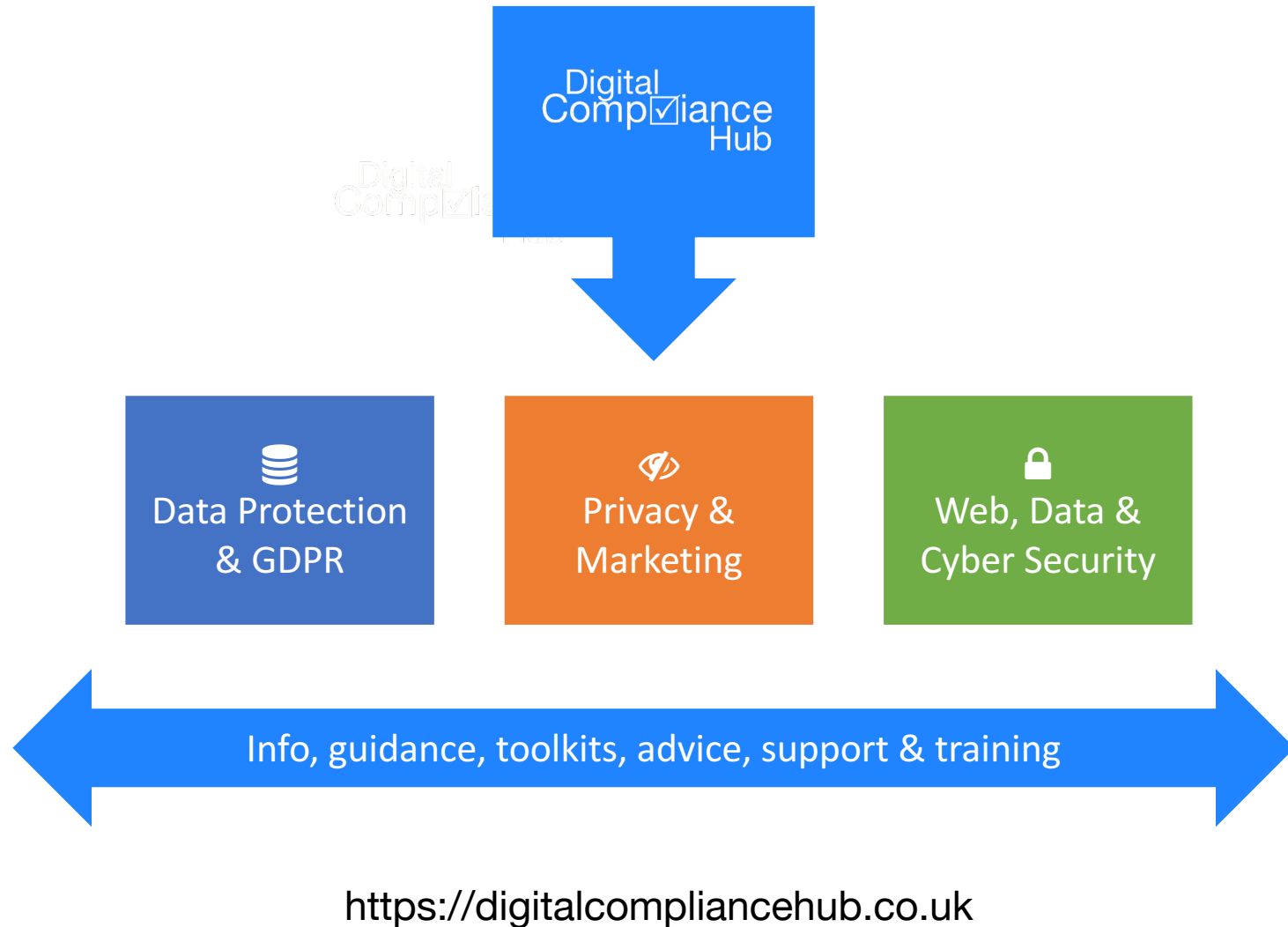
- Action plan
- Employee training

Manage

- Ongoing compliance
- Keep up to date







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Compliance
Audits



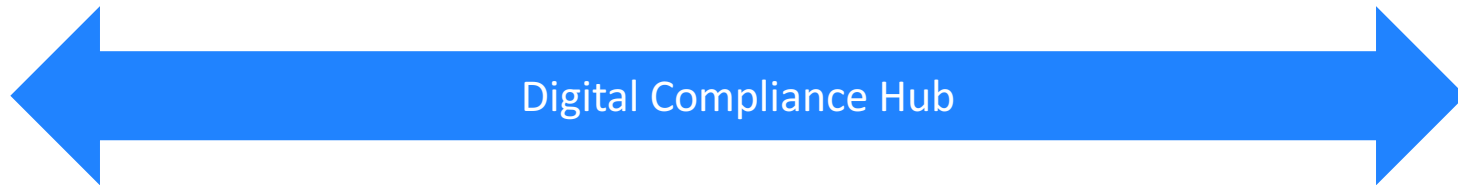
Management



Consultancy &
Advice



Training



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