

GDPR

**25th May 2018
and beyond..**

January 2018

Hellen Beveridge

CIPP/E FIDM

Privacy & Compliance Lead

Data Oversight

hbeveridge@dataoversight.uk



Experts in GDPR, Data, Privacy
and Compliance

What the GDPR is...

An extension of DPA

Once a Directive, now a Regulation

Fair Information Practices

Data Protection by design

Data Protection by default

Unaffected by Brexit: Data Protection Bill announced in Queen's Speech is GDPR+



A change of perception

Data = people

Data protection = people protection

Integrity + transparency +
responsibility = good data practice



Who is responsible?

Data Controller

Data Processor

Supervisory Authority



Where to focus...

Fines?

Data Breaches?

Basis for Processing?

Requalification of marketing data?

Management - DPO?

Lifecycle?

Security?



The weakest link...

What is the biggest threat to your data security?

- Hackers
- Technology
- Your suppliers
- Your employees
- 'Experts'



Action stations

What needs to be done...

- What data do you have
- Where do you keep it
- How long can you keep it
- What you do with it
- Who looks after it
- What permission do you have to use it



An opportunity awaits

GDPR is a hefty piece of legislation

But it is your chance to really assess what data you hold; how much of it you have; how valuable it is; and where your business is strongest

The chance to introduce discipline

Business continuity relies on good data practice: knowing where your data is and who has access to it creates resilience and value

Get closer to your clients + customers - build trust

Modern marketing relies on building a community, getting to know it better and being able to move with it as it changes. Only good data hygiene and great data practice will allow you to do this.



Any questions?

