Life after May 25, 2018

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Bangkok, 2018

www.SmartConsent.eu
There is
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General Data Protection Regulation comes into force on May 25, 2018 with new rules applied on UE organizations and the ones that offer goods and services to UE citizens or collect and analyze data of UE citizens, no matter the geographical localization.

- Enhanced personal data rights
- Enhanced data protection duties
- Obligatory reporting of each data breach
- Huge fines for non-compliance
**Personal data**

Persons have the right to:
- Access its own data
- Correct errors in its personal data
- Delete its data
- Opposes the processing of personal data
- Export its personal data

**Control and notifications**

Operators must:
- Offer relevant details for collecting the data
- Detail the processing purpose
- Define policies for storing and deleting the data

**New duties for companies**

Organizations must:
- Train people who deals with data privacy and train its employees
- Analyze and update data processing policies
- Appoint a DPO
- Create and manage the vendors contracts aligned with GDPR
GDPR is about relation between company/institution - citizen.

In marketing, GDPR is about the relationship between marketer – consumer
Marketing manager’s guide for GDPR compliance
Spend some money on IT security updates

- Store the database on encrypted servers. Databases must be encrypted all the time.

- Data transfer must be secure – use valid HTTPS/SSL certificates

- Have procedures in place not to sent databases via email with your clients/suppliers (use secure transfer like OwnCloud)

- Database access must be done only using user and password, for each individual who access it. Use 2FA for special access on applications backend.

- You have to keep track of the users, who accessed data and what did he/she do.
Change the disclaimer for collecting data

Should be very specific and granular on:
- Processing purpose (which should be more specific than now)
- Communication channel

It must be clear, transparent, easy to read – like taking to a child

All the consumer rights from GDPR must be mentioned.
GDPR Compliance – IT Infrastructure

Chance the disclaimer for collecting data

DON’T
Install an application to store and version consent

... so you can proof your local Data Protection Authority in case of any request.

- Capture the moment when the consumer gave his consent
- The privacy notice (disclaimer) based on which the consumer gave his consent
GDPR Compliance – platform functionality
Install a communication preference center

- In this center, the consumer can change the communication consent on the types of communication that the Operator provides, and the channels the wants to be reached through, like: email, SMS, WhatsApp, phone etc.

- The communication center must allow granular consent capture
GDPR Compliance – platform functionality

Notification settings

**Spotify Updates**
- Product News: Getting started, new features and the latest product updates on Spotify
- Spotify News and Offers: News, promos and events for you

**Your Music**
- Recommended Music: Music we find that you'll like
- Now Music: Fresh tracks from artists you follow or might like
- Playlist Updates: A playlist you follow is updated
- Concert Notifications: Updates about live shows by artists you like, in places near you
- Artist Updates: Hear about artists you listen to and artists we think you'll like

**How much Wistia do you want in your life?**

Pick and choose below what you would like to receive from us.

- **Featured Content**
  - Tips about video, marketing, and everything in between
  - About 1/month

- **Product Launch**
  - Announcing major features or changes to the Wistia app
  - About 1/year

- **Blog Digest**
  - Monthly collection of our favorite blog content from the past 30 days
  - About 1/month

- **Events**
  - Announcing new and upcoming events hosted by Wistia
  - About 1/year

- **Community Digest**
  - Weekly recap of interesting posts, as well as a look at upcoming AMAs
  - About 1/week
Keep the history database interactions and users

- By keeping a clear record of users who had access to data (like admin of your platforms), what resources they have activated or what they chose to modify, you can detect the source in the event of a data security breach, at any time.
# GDPR Compliance – platform functionality

## Smart Consent Manager

### Platform

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Showing 51 to 60 of 1,000 entries

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Install a cookie consent management tool

- The ePrivacy directive – requires prior informed consent for storage or for access to information stored on user’s terminal equipment.
- In other words, you must ask users if they agree to most cookies and similar technologies (e.g. web beacons, Flash cookies, etc.) before the site starts using them.

Consent is not required if the cookie is used for the sole purpose of carrying out the transmission of a communication and strictly necessary in order for the provider of an information society service explicitly required by the user to provide that service.
GDPR Compliance – platform functionality

Cookies Privacy Management

Your Privacy

Cookies
To make this site work properly, data files called cookies on your device.

What are cookies?
A cookie is a small text file that a site saves on a computer or mobile device when you visit the website to remember your as login, language, font size and other preferences over a period of time, so that the site can display the page properly whenever you come back to a page to another.

Performance Cookies
These cookies are used for increasing performance purposes.

Cookies used
_gga

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Close
Implement and respect the new rights of the consumers

- Right to be informed
- Right of access by the data subject
- Right to rectification
- Right to erasure (‘right to be forgotten’) 
- Right to restriction of processing 
- Right to data portability
- Right to object
- Automated individual decision-making, including profiling
- Restrictions
GDPR Compliance – platform functionality
GDPR Compliance – platform functionality

Delete your profile info from Slack

Who can use this feature?
- *Workspace Owners* can request to use this feature.
- Available by request for free and paid plans.

How it works
- What's deleted
- What's not deleted

Workspace Owners can request to delete their members’ personal data from Slack. The ability to delete a person’s personal information allows companies to meet the General Data Protection Regulation (GDPR).

How it works
1. A member [deactivates their account](#) and asks their Workspace Owner to delete their profile information.
2. The Workspace Owner [contacts Slack](#) on the member’s behalf.
3. We’ll remove the deactivated member’s name, email address, and other unique identifiers from the workspace.
More bureaucracy

a) Data flow mapping in order to assess their privacy risks. This is also an essential first step for completing a data protection impact assessment (DPIA), which is mandatory for certain types of processing.

b) Keep evidence of the operation for data processing (may be asked by the Data Protection Authority)

c) Appoint a DPO

d) Have to do a DPIA (Data processing Impact Assessment), under some conditions

e) Update/change the contracts with suppliers or your processors

f) Notify the local Data Protection Authority in 72 hours for any data breach
Information mapping and data audit

Document and understand at a granular level what personal data is held, where it came from, how it was collected and with whom and how it is shared.

Identify all sources of data and all types of data relationships (e.g., third-party tools and tags on sites). Questions to be asked may include:

- **Who** are our data subjects? Who has access to sensitive data?
- **Where** do we keep their personal data? Where do we transfer personal data to?
- **Why** is personal data under our control (for what legitimate purpose)? Why do we share it with third parties? Do third parties share it with other entities? If so, who, how many and to what purpose?
- **When** are we keeping personal data until? When do we share personal data with others?
- **What** mechanisms do we have in place to safeguard personal data?
- **How** is data being processed? How long should it be kept?
GDPR Compliance – Organization
Have in mind that your suppliers/subcontractors should also be GDPR compliant.

For the Data protection Authority, the responsible for correct processing of the data is YOU, as data controller.

Personal data for which YOU are the controller, which are being processed on third party applications, are YOUR responsibility.
Be careful with data transfer!

A consumer consent given for a specific purpose for an Operator is different than the scope for which another Operator wants to process the data.

Don’t buy / sell consumer databases.
SO....

There are some money to be spent,

But...

There are also opportunities:
- Ex. Business around information security, consent management etc.
Thank you

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