

## What should I know about GDPR?

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### **What is the GDPR?**

The General Data Protection Regulation (GDPR) is the result of the EU's initiative to enforce and consolidate data protection for individuals and retrieving control over their personal data. Organizations try to abide by all the regulations and requirements that must be met when it comes to protecting personal data and privacy.

### **What should you know about GDPR?**

GDPR is a common regulation that applies to the European Union and will also be applied to all the EU member states.

GDPR applies to companies that:

- have an affiliated company in the EU.
- sell products or services to EU citizens.
- monitor and analyze the EU citizen's behavior.

Personal data: names, pictures, messages, posts and social media, IP address, bank information, medical information and any other information that allows a person's direct or indirect identification.

The way these regulations are applied is monitored and verified by a data regulator, defined by the member state.

Non compliance with the regulations could lead up to € 20 million or 4% of your company's annual work cycle.

### **Can I ignore GDPR?**

The GDPR app is not a suggestion or an advice. It is essential for any company that deals with EU citizens. Non compliance to the new rules after May 25th 2018 is very likely to result in a fine or severe financial damage for the companies.

### **What should I do about GDPR?**

- Check the personal data that you have: where they are saved, how they are edited, how to inform others about that?
- Keep files of all the access procedures and use of personal data from people or software within your organization.
- Be able to ensure and prove that the personal data managed and edited by you, are

safe.

- Define a data regulator for the country of your company.
- Ask from your customers to clearly consent when you want to use their personal data.
- Be capable of proving that you have the approval from a person to use their personal data.
- Inform your customers about the procedures and the objective you want to use this personal data for, as well as the terms of use about saving their data.
- Make sure that the data you are collecting is necessary and reflect legal benefits of the people to your company.
- Ask your customers before giving their data to third parties.
- Be ready to give a copy of all the personal data that you have about a person if they request it.
- Be ready to delete all the personal data that you have about a person if you are requested to do so.
- Be ready to mention any borne out data infringements to data regulators and customers within 72 hours.
- Train your company's employees that will have access to any personal data.
- Update all the systems that manage and edit personal data in your organization.
- Define a data protection responsible if your company mostly deals with monitoring and managing data.
- Make sure that your providers and affiliates can manage the data that you provide them with.
- Reevaluate the marketing activities - do not target people that haven't expressed a vested interest in your commercial activities. Your marketing should be more transparent, so that your customers can really perceive that your contribution is valuable. From now on, you need the person's consent before starting their advertisement, instead of a request from them to stop.