

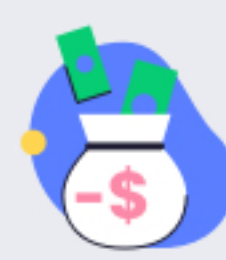
GDPR

For Dummies



The GDPR is already in effect.

Penalties for noncompliance are up to €20 million (\$23 million) or 4% of annual global turnover.



The GDPR was passed by the European Union (EU), but applies to any company worldwide that targets EU users.

General Data Protection Regulation



What is it?

The GDPR is a ground-breaking privacy law that regulates how companies collect, handle, and protect personal data.

Personal data is worth trillions of dollars — in the digital age, it's like oil. Strict legislation ensures companies process it responsibly.

Does my business need to comply with the GDPR?

Do you have customers in or collect data from users in the EU?

YES

The GDPR applies to you. Time to comply.

NO

You're in the clear. Put your feet up.

I DON'T KNOW

Get out of here and find out...

What is personal data?

Personal data is any information shared online that can be used to identify an individual.

It's like a jigsaw — when the pieces are put together, they reveal a vivid picture of a person's life.



Users now have the right to...

- Learn how their data is used
- Find out what companies already know about them
- Correct mistakes in their data
- Have their data deleted
- Refuse data processing

Key GDPR concepts

Consent

Companies must ask for permission to process personal data and should explain their practices in clear and simple language.

Privacy by Design

Privacy and respect for users' data should be a company's default setting.

Security

Companies need to do everything they can to keep personal information safe.

Fair data collection

Businesses should only collect data they need.

Only store data for as long as necessary

How to comply

Process information legally and use it fairly

Collect as little data as possible

Protect data with strong security systems

Privacy policy

You need one of these to explain how you process data, so users can agree (or not).

Data breach

The formal name for when data is lost, stolen, destroyed, or changed.

72 hours

That's how much time you have to report a data breach to your supervisory authority.

Data protection impact assessments (DPIAs)

Fill out one of these if your data processing activities are high risk — as in they could pose a risk to someone's freedom.

Who's who

Data subject

Anyone who has their data collected.

Data controller

The business/organization that collects the data.

Data protection officer (DPO)

The person who handles GDPR paperwork for a company.

Supervisory authority

An organization in each EU country that enforces the GDPR in their region.

If the GDPR applies to your business,

You Need to Comply NOW

Don't be a dummy and treat data privacy as an afterthought. Take the steps now to comply with the GDPR and save your business from huge fines and potential meltdown.

SOURCES

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