



GENERAL
DATA
PROTECTION
REGULATION



FAS
Foundation

DPO
Masterclass

CEP
Practitioner



Practitioner Training, Day III

All Presentation and Exam Links



FAS Presentation - <https://www.eugdpr.institute/fas/>

FAS Exam - <https://www.eugdpr.institute/gdpr-fas-exam/>

DPO Presentation - <https://www.eugdpr.institute/dpo/>

DPO Exam - <https://www.eugdpr.institute/gdpr-dpo-exam/>

CEP Presentation - <https://www.eugdpr.institute/cep/>

CEP Exam - <https://www.eugdpr.institute/gdpr-cep-exam/>

pdf links

FAS: <https://www.eugdpr.institute/wp-content/uploads/day1.pdf>

DPO: <https://www.eugdpr.institute/wp-content/uploads/day2.pdf>

CEP: <https://www.eugdpr.institute/wp-content/uploads/day3.pdf>

Overview of the GDPR sessions

abc

Foundation. FAS

- Introduction to GDPR
- GDPR in practice
- Changes Management
- Principles for data processing
- Roadmap for implementation



Workshops

- The key components of third-party compliance
- Assessing GRC, cyber and GDPR vulnerabilities
Creating A Data Privacy Culture
- Leadership, PR and social media for crisis management
- How To Effectively Deal With Cyber Security Breaches



DPO

- DPO role and functions
- Binding corporate rules
- Data protection impact assessment
- Demonstrate and Document Compliance

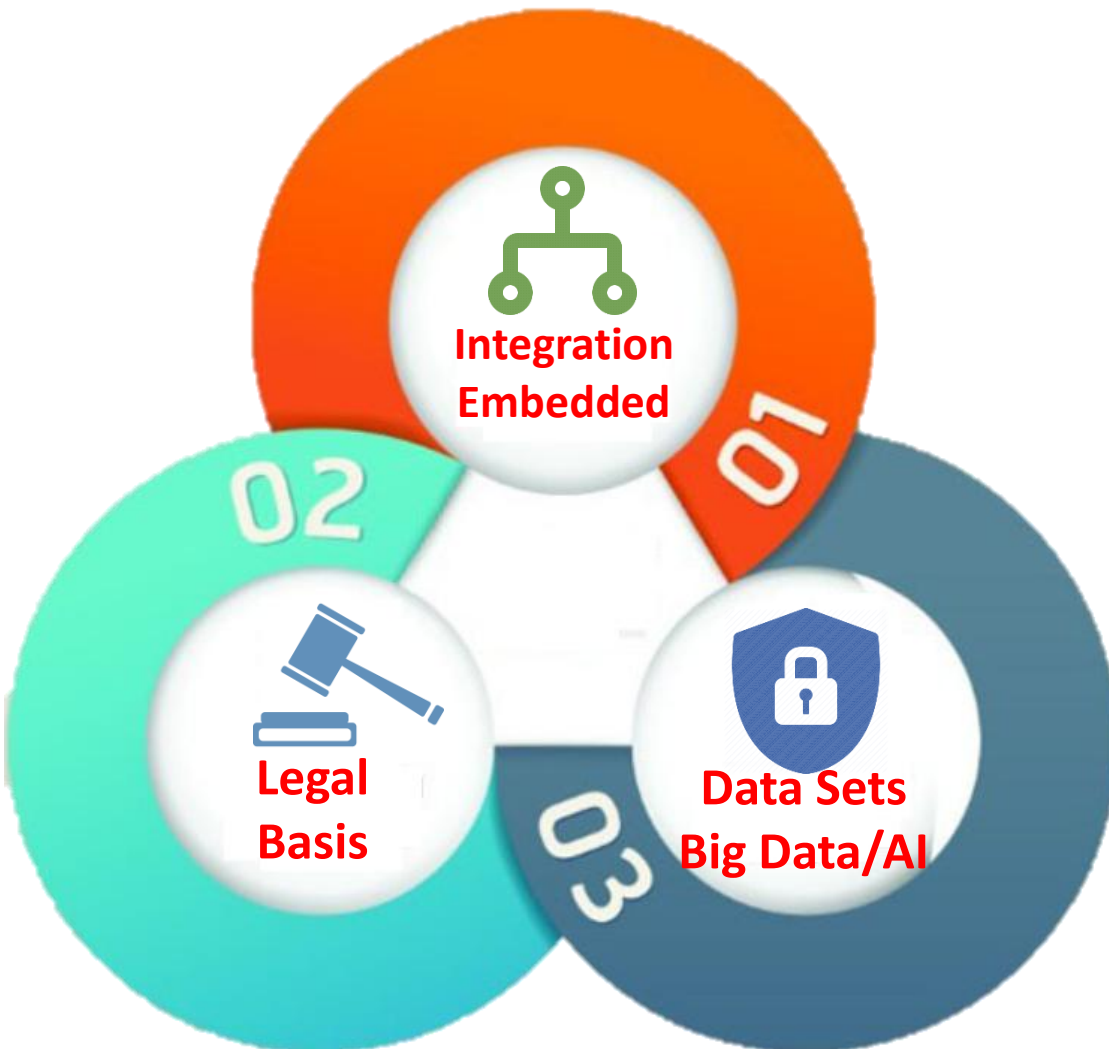


Practitioner. CEP

- Data Privacy and Protection; best practices and methodology
- Manage privacy compliance program
- Study cases
- Glossary/Definitions

GDPR Compliance. In Practice

GDPR
MASTERCLASS



- ✎ **GDPR as Business as Usual**
- ✎ **Organisation**
- ✎ **Accountability**
- ✎ **Transparency**
- ✎ **Corporate Culture**
- ✎ **Holistic Approach**
- ✎ **Global Compliance**
- ✎ **Automate compliance**
- ✎ **ePrivacy**
- ✎ **Reporting and Disclosures**

What did May 25th, 2018 mean?

End of remediation actions

- ✎ *Mandatory* appointment of a DPO
- ✎ Completed records of processing activities
- ✎ Updated privacy notices and statements
- ✎ Renegotiated contracts with 3rd parties
- ✎ Reviewed user access and data quality
- ✎ Completed de-risking actions
- ✎ Completed training and awareness

The impact of Data Privacy & Protection in Business

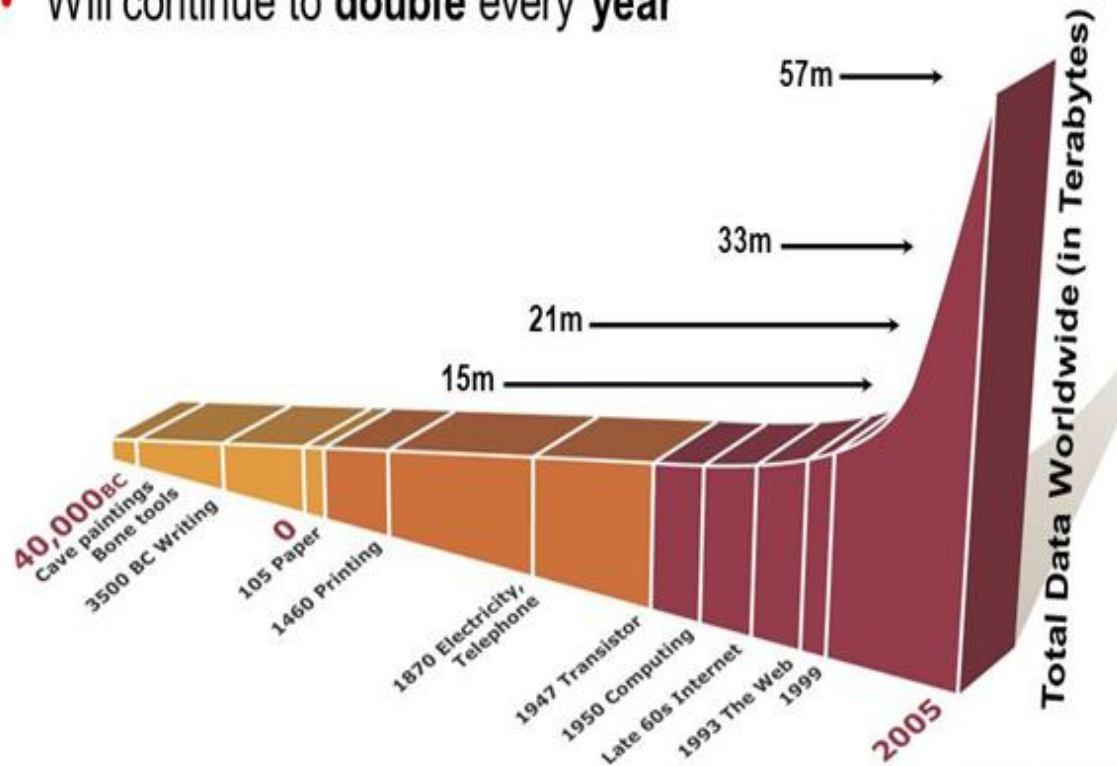


- An increasing number of regulations do not render more jobs & growth
- Net neutrality rules could create the next Google or Facebook
 - Google or Facebook rivals are now in Russia & China, with no net neutrality rules
- The largest firms benefit at the expense of smaller due to complexities
- Increased government power at the cost of consumer freedom
- The impact on value chain in the upcoming 5G networks in Europe
 - US and China where consumers have adopted pre-5G products and services
- GDPR is the data and IT platform for a “level the playing field”
 - Empowers European consumers
- GDPR’s impact on the advertising market in Europe
- GDPR’s negative impact on venture investment in Europe¹
 - The declines result in projected losses projected between 3,000-30,000 jobs.
- However, the GDPR is now the “global gold standard.”

¹Federal Trade Commission (FTC) and The Illinois Institute of Technology.

Data Proliferation

- More data created in last **2 yrs** than in the past **40,000 yrs**
- Total data **quadrupled** in the last **2 yrs**
- Will continue to **double** every **year**



- 90% of world's existing data created in the last 2 years
- 1 Billion - pieces of content on Facebook/daily
- 2.5 Quintillion - generated by people everyday
- 6 Billion - hours of video watched on YouTube every month
- 271 Million - Monthly active users on Twitter
- 2.7 Zetabytes - Amount of data in the digital universe

Privacy principles

General best practices when collecting, storing, using and disclosing personal information

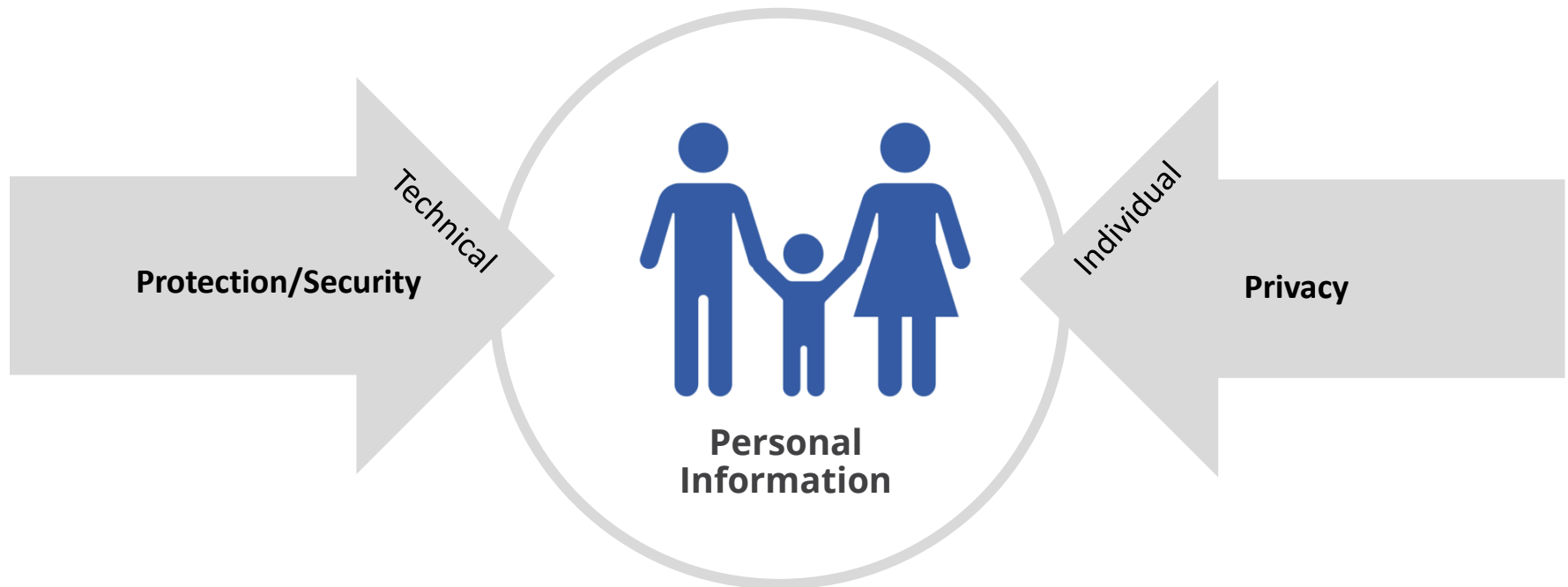
Represent the core around which data or privacy protection has evolved



Developed before the internet era and have been resilient enough to withstand the test of time

Privacy is a human issue

GDPR requires companies handling EU residents' data to undertake major operational, privacy and security reforms



Considerably More Than Just a Privacy Policy Update

Data Privacy and Data Protection

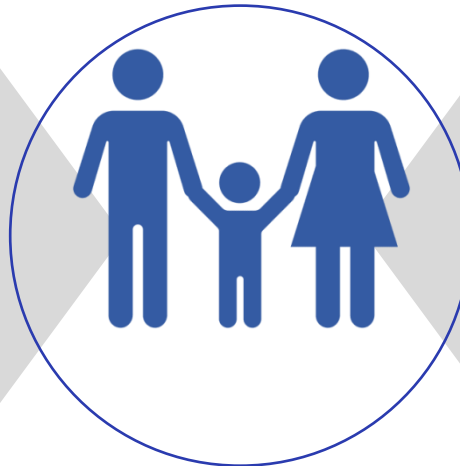
Data Privacy

Implement a Privacy Program with Central Compliance Record Keeping

- Accountability
- Consent Management
- Privacy by Design, PIA, DPIA
- Records of Processing / Data Map
- Incident Response Management
- Vendor / Supplier Risk Management
- Cookie Law Compliance
- Subject Rights Management
- Privacy Data Discovery
- Anonymization/Pseudonymization

Privacy

Individual



Data Protection

Confidentiality, Integrity, Availability (CIA)

- Data Loss Prevention (DLP)
- Data Centric Audit and Protection (DCAP)
- Governance Risk Compliance (GRC)
- Enterprise Mobile Management (EMM)
- Identity and Access Management (IAM)
- Information Governance (IG)

Protection

Data

Data protection is needed for privacy

GDPR Controls and Culture






Step 1: Compliance Culture

- ✎ Educate on the virtues of GDPR to key stakeholders
 - ✎ Explain the privacy risks for their own career
 - ✎ Invite them to GRC and IT security conferences and training
 - ✎ Communicate the link between GDPR and cyber risks
- ✎ Propose a plan adjusted to the organizational culture
 - ✎ Efficient and clear plan
 - ✎ Plan adjusted to available competencies and resources
 - ✎ GDPR project linked to strategies
 - ✎ e.g. better use of data, update marketing databases, protect patents and trade secrets
- ✎ Share cases about data breaches
 - ✎ “Good privacy is good business”



Step 1: Develop the Compliance Culture






How to *sell* GDPR to the IT, HR, Legal function?

-  Save money by identifying storage redundancy
-  Reduce the IT complexities by clarifying data accountability
-  Improve the access controls

How to *sell* GDPR to the risk and control functions?

-  Understand where relevant data is stored and managed
-  Plan improve the technical and operational controls

How to *sell* GDPR to the operational functions?

-  Better use of data
-  Understand data flows with third parties
-  Clear responsibilities with vendors, incl. IT vendors

Data privacy

Ability to limit access and control the use of personal data



Communication privacy

Ability to communicate with others without being monitored by other people or organizations



Information privacy

Ability to determine when and to what extent personal information is collected, used, stored, processed transmitted and deleted

GDPR data governance plan

Build program and team	Identify stakeholders	Allocate resources and budget	Appoint DPO	Define program mission and goals
Assess risks and create awareness	Conduct data inventory and data flow analysis	Conduct risk assessment and identify gaps	Develop policies, procedures and processes	Communicate expectations and conduct training
Design and implement operational controls	Obtain and manage consent	Data transfers and 3rd party management	Individual data protection rights	Physical, technical and administrative safeguards
Manage and enhance controls	Conduct DPAs	Data necessity, retention and disposal	Data integrity and quality	Data breach incident response plan
Demonstrate ongoing compliance	Evaluate and audit control effectiveness	Internal and external reporting	Privacy notice & dispute resolution mechanism	Certification

Key challenges for compliance 1

Issue	Challenges	Resolution
Cross-Border Data Transfers Art. 46 Addresses transfer to national not deemed “adequate.” Lead data protection supervisory authority	Which mechanism to use Data in Cloud Environments	<ul style="list-style-type: none">• <u>Privacy Shield</u> (e.g. EU to the US, one directional only, general purpose solution)• <u>Standard Contract Clauses</u> with individual companies and vendors• <u>Binding Corporate Rules</u> challenging to complete before deadline, establish basic compliance first
Third Party Compliance Art. 28	Working with third parties Cloud service providers	Third Party Triage <ul style="list-style-type: none">• One size fits all, e.g. large cloud companies• Team players• Laggards
Data Protection Impact Assessments (DPIA) Art. 35	Binary “It is high risk” determination No clear guidelines for medium risk	WP 248 guidelines (High Risk) <ul style="list-style-type: none">• Is the organisation doing evaluation or scoring (including profiling and predicting) of aspects specific to the data subject?• Does the processing involve automated decision making that produces a significant effect on the data subject?• Is the organisation performing systematic monitoring of data subjects, including in a publicly accessible area?

Key challenges for compliance 2

Issue	Challenges	Resolution
Creating a Data Inventory Information Held Locating all personal data and mapping it Art. 30 Record of processing activities	Relies on interviews with process owners Process owners may not always be aware of all the data and where it resides Affects internal controls, taking consent	Data classification and discovery Algorithms to go through the systems and identify the various types of data (eDiscovery) Manual inventory of data and documentation
Appointing a Data Protection Officer Art 37 someone to take responsibility for data protection compliance	Is a DPO always needed? Confusion between roles, DPO is more of an ombudsman (between Data Protection Authority and data subjects) than a officer	Worst case scenario if data is leaked can be used to identify need for a DPO <ul style="list-style-type: none">Organizations with medical data need a DPOMarketing data that can be cross-referenced to identify people would need a DPO
Privacy by Design and Default. Art.25 Build deterministic failure into processing of personal data	No generally accepted standards for data protection by design and default Retrofitting existing legacy systems for data protection in a short time frame Data minimisation	Organizational (i.e. administrative) controls <ul style="list-style-type: none">Background checks on employees,Privacy policy trainingIncident Response PlanBreach Notification PlanControls for breakdown of legacy systems

Key challenges for compliance 3

Issue	Challenges	Resolution
Individuals Rights		The organisation should check their procedures to ensure they cover all the rights individuals have, including how they would delete personal data or provide data electronically and in a commonly used format
Communicating Privacy Information		The organisation should review the current privacy notices and put a plan in place for making any necessary changes and future updates in time for GDPR implementation

- The Article 29 Working Party has released its working draft on standard contractual clauses for the transfer of personal data from an EU data processor to a non-EU data sub-processor.
- Standard contractual clauses for the transfer of personal data to processors in third countries from an EU data processor to a non-EU data sub-processor.
- The working document amends or supplements existing model clauses currently in place under the Data Protection Directive.
- <https://ec.europa.eu/newsroom/article29/news-overview.cfm>

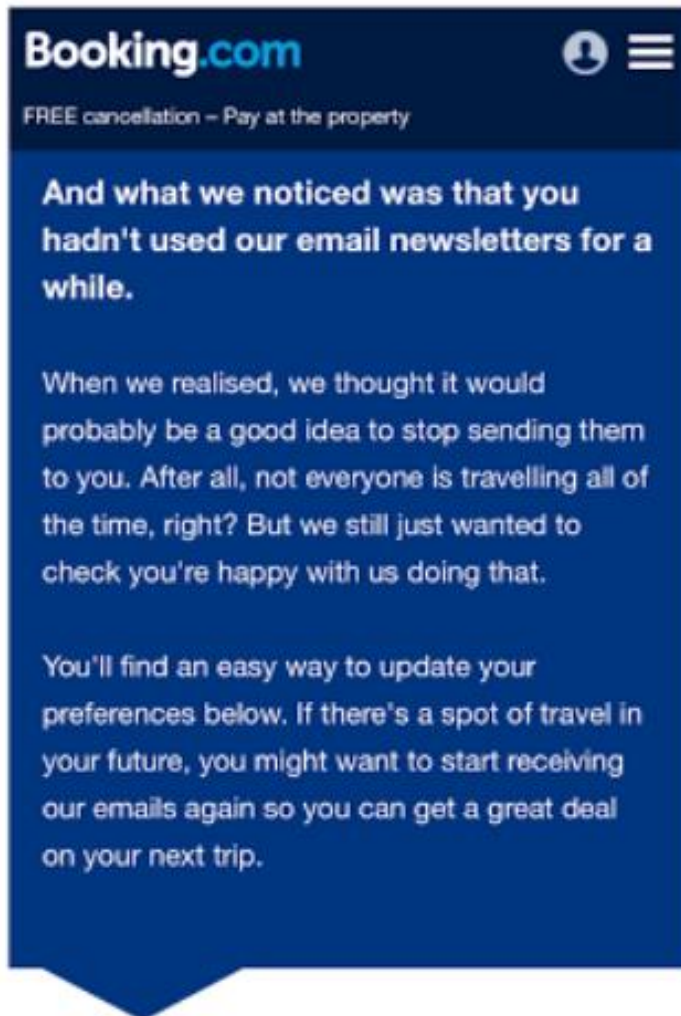
- The standard model clauses incorporate information security requirements and sub-contracting liability concerns by striking a balance between company concerns and the rights of data subjects.
 - if data processors decide to make modifications to previously agreed data processing contracts or decide to sub-contract the processing operations, then the amended contracts will need to comply with the newly issued model clauses
- The clauses require technical and organizational security measures to be applied by the data processors established in third countries.
- These measures should take into account existing data protection laws and balance the costs to companies in order to protect such data with security precautions.

- The data processor are liable for violations by sub-processors.
- The model clauses also cover sub-processing to ensure that if the data processor subcontracts his processing duties, such subcontractors will ensure that the personal data continues to be protected (Clause 11).
- This is complemented by third-party beneficiary rights granted to the data subjects to allow for their individual enforcement of the contract (Clause 3).
- This focus on individual rights is expanded by the data subject's rights to make claims and pursue compensation from the data controller for any breach by the data processor or sub-processors of its obligations in case of bankruptcy or insolvency proceedings concerning the exporter (Clause 6).

Additional list of Policies

- ✎ Personal data privacy policy
- ✎ Data privacy impact assessments policy
- ✎ Consent management policy
- ✎ Data retention policy (for personal data)
- ✎ Subject access request management procedure
- ✎ Data breach / incident management procedure
- ✎ Privacy by design and default
- ✎ Data processors addendum to contracts

An example



I'd like to receive deals and offers again!

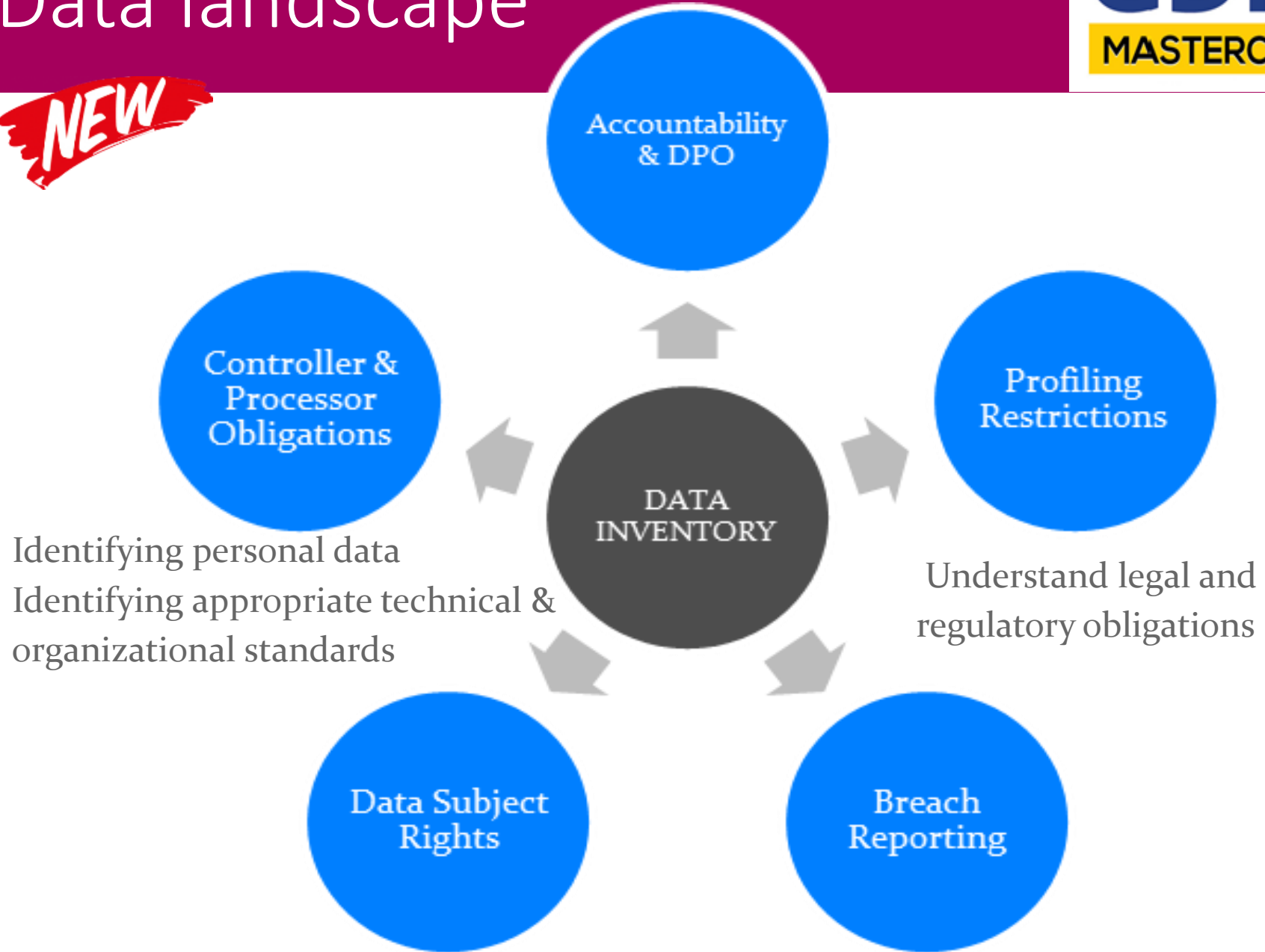
Update my preferences



[Head to Booking.com](#)

Data landscape

NEW





Governance

historic deficit in board accountability

- ✎ **Risk management** processes are absent, no consideration of risks to rights and freedoms
- ✎ **GDPR project team** key issues needed to create a dedicated, appropriately resourced project team
- ✎ **DPO** role needs to be entirely established and genuinely independent



Data accountability

responsibility to use data for business

- ✎ **Roles and responsibilities** typically do not include data protection or information security
- ✎ **Scope of compliance** unclear because of an undefined chain of processing
- ✎ **Process analysis** significant inadequacies in relation to the data processing principles

How to prepare a GDPR compliance plan



Base the privacy program on the ISO 27001

- ✎ The accepted data security framework
- ✎ RoPA as a live management tool

Embedding data privacy into operations

- ✎ Privacy controls in policies and procedures
- ✎ Training and awareness
- ✎ Periodic testing of compliance and control evidence
- ✎ Respond to complaints and SARs
- ✎ Test the data privacy incident and breach management plan

Privacy impact assessments

- ✎ Templates and procedure based on ISO
- ✎ Third party risk: avoid sub-processors and data exports

GDPR Best Practices and Standards

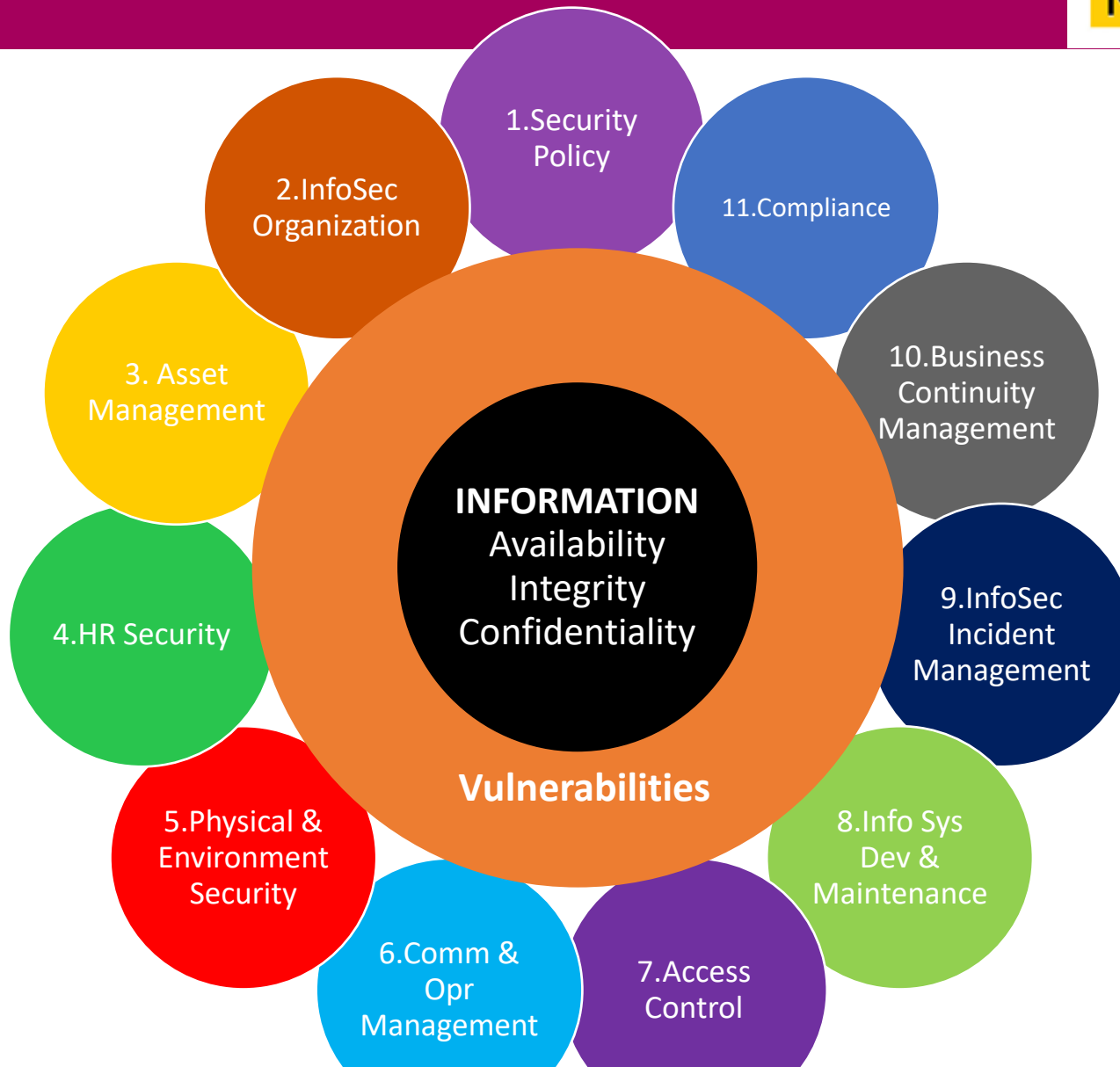


ISO 27001

PCI DSS

NIST Guidance

Domains of ISO 27001



Confidentiality

- ✎ Ensuring that information is accessible only to those authorized to have access

Integrity

- ✎ Safeguarding the accuracy and completeness of information and processing methods

Availability

- ✎ Ensuring that authorized users have access to information and associated assets when required

GDPR

ISO 27001

Purpose

Protects individuals with regard to the processing of personal data

Define, implement, maintain and improve a security management system

Scope

All the personal information that the organizations handle, either digital or on-paper

All information systems at organizations

GDPR

ISO 27001

Safety measures

Based on the impact on the rights of data subjects after leaks, thefts or damage to their personal data

Based on the importance of the information for the organization

Legitimacy, correctness, transparency

The data is processed in a lawful, correct and transparent manner in comfort of the interested party

The data is processed in the way the organization considers correct and responds to their needs

GDPR

ISO 27001

Purpose limitations

The data is collected for specific, explicit, legal and legitimate purposes and processed only for those

No constraints

Data minimization

The data collected is only the necessary for the stated purpose

No constraints

GDPR and PCI

GDPR	PCI DSS
Government mandate	Payment card industry self-regulation
Concerns the rights and freedoms of those in the EU	Concerns security and processing of payment card and cardholder data
Applies to ANY personally identifiable information of EU citizens	Applies to payment card and cardholder data
Covers ALL processing of personal data	Covers storage, transmission, and processing of cardholder data
Data controllers and data processors must demonstrate compliance	Merchants and service providers must demonstrate compliance
Certifying bodies in process of being defined	Certification authority: PCI Council
No formal method to demonstrate compliance	Compliance demonstrated through Attestation of Compliant (AOC)
Supervisory Authorities from EU memberstates monitor compliance	Acquiring banks monitor compliance of merchants. Merchant monitors compliance for service providers

GDPR Security vs. PCI Privacy



At the heart of GDPR is

- the duty to protect the privacy of data subjects by preventing misuse, theft, or unlawful disclosure of their sensitive personal data.
- GDPR puts the individual in charge of their own data and grants them specific, legal rights to protect and control it. GDPR requires that organizations provide persons in the EU the means to exercise those rights.

At the heart of the PCI DSS is

- a duty to protect cardholder data from hackers and cybercriminals and keep the entire payments ecosystem safe.
- This data security standard, first put forth by major card brands in 2006, is concerned with the day-to-day practices of data security: firewall management, encryption, anti-virus, and the like.

ISO 27001 and GDPR



1. ASSURANCE

- ✍ Use of certification schemes providing assurance managing information security risks

2. NOT JUST PERSONAL DATA

- ✍ Protects customer information
- ✍ Protects your information assets
- ✍ Includes electronic information and in hard copy format

3. CONTROLS AND SECURITY FRAMEWORK

- ✍ Selection of technical and organizational controls to mitigate risks

4. PEOPLE, PROCESSES AND TECHNOLOGY

- ✍ Protects from technology-based risks
- ✍ Educates poorly informed staff
- ✍ Corrects ineffective procedures

5. ACCOUNTABILITY

- ✍ Requires security regimes to be supported by the top leadership
- ✍ Requires a senior individual who takes accountability
- ✍ Mandates clear accountability for data protection

6. RISK ASSESSMENTS

- ✎ Conducts regular risk assessments to identify threats and vulnerabilities that can affect your information assets, and to take steps to protect that data

7. CONTINUAL IMPROVEMENT

- ✎ Requires that ISMS is constantly monitored, updated and reviewed,
- ✎ It evolves as the business with continual improvement, reduces risks

8. TESTING AND AUDITS

- ✎ Requires organizations to carry out regular testing and audits to prove that its security regime is working effectively

9. CERTIFICATION

- ✎ Requires organisations to ensure that security controls are designed.
- ✎ Deliver an independent, expert assessment to confirm if adequate measures or safeguards are implemented to protect your data

Define adequate safeguards

- Controllers and processors may only transfer personal data to third countries that do not provide for adequate protection (non-adequate countries),
 - if the controller or processor has provided adequate safeguards
- The data transfer provisions require processors/controllers to implement adequate safeguards, with full GDPR scope
 - The interpretation of this requirement means that processors should provide “adequate safeguards” insofar as their own obligations are concerned.
 - The DPAs interpret the transfer requirement on the controller “to offer adequate safeguards.”
 - The current provision is that both controllers processors are required to impose “adequate safeguards” in case of transfers to all third parties in a non-adequate country

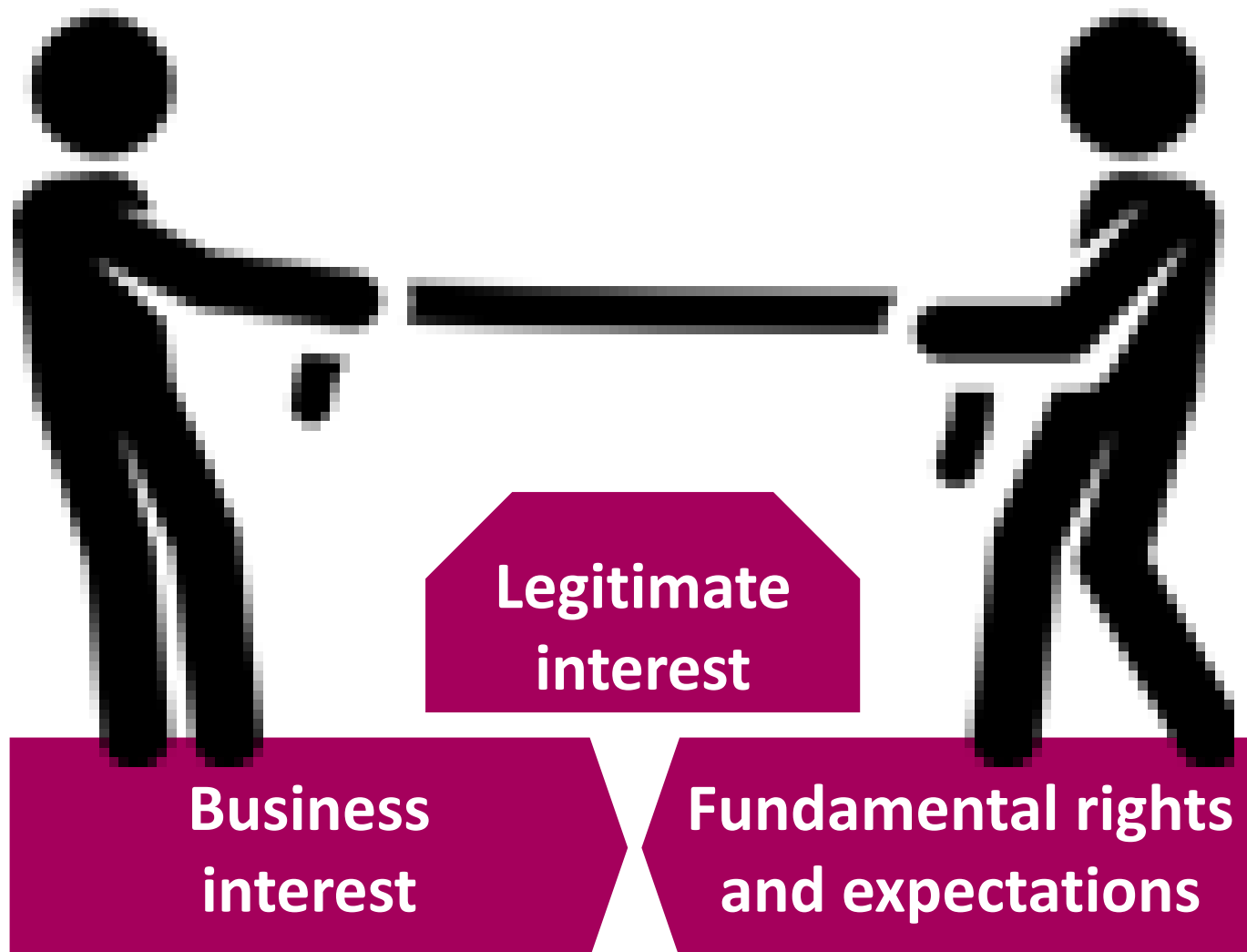
Legitimate interests



Requirements

Practice

Legitimate interests



Legitimate interests



**Legitimate
interest**

Test



The processing of personal data is
1) required for an organization interests, and
2) does not impact the individual from a privacy perspective

1) purpose

Are you pursuing a legitimate interest?

2) necessity

Is the processing necessary for that purpose?

3) balancing

Do the individual's interests override the legitimate interest?

Checklist

- ✓ We have checked that legitimate interests is the most appropriate basis
- ✓ We understand our responsibility to protect the individual's interests
- ✓ We have conducted a legitimate interest's assessment (LIA) and kept a record of it, to ensure that we can justify our decision
- ✓ We have identified the relevant legitimate interests
- ✓ We have checked that the processing is necessary and there is not a less intrusive way to achieve the same result
- ✓ We have done a balancing test, and are confident that the individual's interests do not override those legitimate interests
- ✓ We only use individuals' data in ways they would reasonably expect, unless we have a very good reason

Checklist

- ✓ We are not using people's data in ways they would find intrusive or which could cause them harm, unless we have a very good reason
- ✓ If we process children's data, we take extra care to make sure we protect their interests.
- ✓ We have considered safeguards to reduce the impact where possible
- ✓ We have considered whether we can offer an opt-out
- ✓ If our LIA identifies a significant privacy impact, we have considered whether we also need to conduct a DPIA
- ✓ We keep our LIA under review and repeat it if circumstances change
- ✓ We include information about our legitimate interests in our privacy notice

Identify the interests

<input checked="" type="checkbox"/> What is the purpose of the processing operation?	The first step is to identify to a legitimate interest
<input checked="" type="checkbox"/> Is the processing necessary to meet one or more specific organizational objectives?	If the processing operation is required to achieve a lawful business objective, then it is likely to be legitimate for the purposes of this assessment
<input checked="" type="checkbox"/> Is the processing necessary to meet one or more specific objectives of any Third Party?	It is useful to list all apparent interests in the processing, those of you as the Controller, as well as those of any Third Party
<input checked="" type="checkbox"/> Does the GDPR identify the processing activity as being a legitimate activity, subject to the completion of a balancing test and positive outcome?	Legitimate interests might be relied on where a data subject information is processed by a group of companies for the purposes of administration

The Necessity Test

<p>✓ Why is the processing activity important to the Controller?</p>	<p>A legitimate interest may be elective or business critical; however, even if the Controller's interest in processing personal data for a specific purpose is obvious and legitimate</p>
<p>✓ Why is the processing activity important to other parties the data may be disclosed to, if applicable?</p>	<p>A legitimate interest may be trivial or business critical, however, the organization needs to be able to clearly explain what it is</p>
<p>✓ Is there another way of achieving the objective?</p>	<ul style="list-style-type: none">• If there isn't, then clearly the processing is necessary; or• If there is another way but it would require disproportionate effort, then the processing is still necessary; or• If there are multiple ways of achieving the objective, then a Privacy Impact Assessment should have identified the least intrusive means of processing the data which would be necessary

The Balancing Test

✓ **Would the individual expect the processing activity to take place?**

If data subject would expect the processing to take place then the impact on the individual is likely to have already considered by them and accepted. If they have no expectation, then the impact is greater and is given more weight in the balancing test

✓ **Does the processing add value to a product or service that the individual uses?**

✓ **Is the processing likely to negatively impact the individual's rights?**

The Balancing Test

<p>✓ Is the processing likely to result in unwarranted harm or distress to the Individual?</p>	
<p>✓ What is the nature of the data to be processed? Does data of this nature have any special protections under GDPR?</p>	<p>If processing special categories of personal data, an Article 9 condition must be identified as the lawful basis of processing (e.g. explicit consent, employment and social security, vital interests, public interest, etc)</p>
<p>✓ Has the personal information been obtained directly from the individual, or obtained indirectly?</p>	<p>If the information was obtained directly from the data subject then you should take due consideration of the notice of fair processing (e.g. the privacy notice)</p>

Study case

- Umbrella Corp is an eCommerce company with a global presence for 45 years. The head office is in Germany and operates in 15X countries. This organisation has 127000 on-payroll and has partnerships with 300+ 3rd party companies.
 - Thomas Benjamín s CIO
 - Mark Shields is the CRO to whom Sally (DPO) reports.
 - Michal James is CISO
- On DPO's directions, Thomas (CIO) is running a program to redesign the eCommerce to be compliant to GDPR.
- Post-due-diligence, he identifies that 47 mobile and web applications are used in the EU and must be GDPR compliant.
- These applications are collecting personal and sensitive personal information from suppliers, employees, and various EU residents. Data collected from these EU residents is currently used by R&D, customer insights, sales, operation and various internal departments, consumers and suppliers.

- The Controller wants you to make these apps compliant.
- Due Diligence: - Completed, 47 applications are collecting information from users and storing it in unstructured and structured databases.
 - Consumers have signed-up for using these applications, However, he does not have visibility whether it is being done on all the applications.
- You have been hired as an advisor to execute the program.
- You have to develop and perform the balancing test and the necessity test to run this program.
 - Formulate Privacy Policy for GDPR.
 - Built technical, administrative and awareness controls required for GDPR compliance.

Automated Decision Making

Profiling



fully automated decision-making
(*machine learning*)

ability to make decisions by
technological means without
human involvement



decisions on an
individual cannot be
solely based on
automated processing

unless the individual
gives an explicit
consent

Exemptions when applying ADM in processing personal data:

- is necessary for entering into, or performance of, a contract between the data subject and a data controller;
 - is authorised by a union or member state law to which the controller is subject and which also lays down suitable measures to safeguard the data subject's rights and freedoms and legitimate interests; or
 - is based on the data subject's explicit consent.
-
- Article 13 states that data subjects have the right to an explanation of the logic involved.
 - DPR does not forbid profiling. It requires the transparency of all operations, appropriate statistical procedures and accuracy of data.
 - Requires a strong emphasis on the right to opt out that is enforced in all areas where consent is involved, not just profiling.

Profiling activities

- Businesses should not make “decisions” about an individual if those decisions are solely based on automated processing, including profiling unless one of the certain specific legal criteria are met –
- typically requiring the individual’s “explicit consent”.
- The rule only applies, if the profiling produces “legal effects” concerning the individual or “similarly significantly affects the data subject.
- GDPR mentions explicitly refusal of online credit applications and E-recruitment of two such examples of automated decision-making.
- Data profiling where an individual’s direct identifying information has been removed through pseudonymisation will significantly reduce any privacy impact on the individual, mainly when keeping in mind the GDPR’s overarching support of Pseudonymisation.

Data Subject right to limit profiling and not be subjected to automated decision making

✎ Analytical Profiling

- ✎ Big data analytics has enabled the collation of scattered bits of PI & manufacture information.
- ✎ GDPR will safeguard against misuse of such information

✎ Extensive profiling, or

- ✎ automated-decision making (e.g. by scoring) with legal or similarly significant effect
- ✎ e.g. financial institutions for automated loan approvals, e-recruiting, online marketing companies, and search engines with target marketing facilities

✎ WP 248 guidelines (High Risk)

- ✎ Is the organisation doing evaluation or scoring (including profiling and predicting) of aspects specific to the data subject?

FSA fines HSBC over £3 million for data security breach

HSBC Life UK Limited, HSBC Actuaries and Consultants Limited and HSBC Insurance Brokers Limited have been fined £1,610,000, £875,000 and £700,000 respectively by the Financial Services Authority ("FSA") following an investigation into their customer data security measures. The measures were inadequate and failed to prevent customers' confidential details against risks including identify theft. The fines would have been £2,300,000, £1,250,000 and £1,000,000 respectively but HSBC cooperated fully and agreed to settle at an early stage of the investigation.


The FSA's investigation into the firms' data security systems and controls highlighted the following. There were inadequate protections to guard against financial crime (including the theft of customer details). A floppy disk and a CD containing unencrypted customer data were sent by post or courier to third parties. Hard copies of confidential customer information were not locked away in cabinets. Staff were insufficiently trained on how to manage data security risks. The firms had previously been warned by HSBC Group about the need for robust data security controls.

The FSA has said that firms must ensure that their data security systems and controls are constantly reviewed not least in order to guard against identify theft. The FSA has made it clear that in areas where it has warned firms generally about the need to improve their data security measures, they should expect fines to increase in order to deter others and to foster change in the sector.

Website attack affecting our customers

We are very sorry to tell you that on Thursday 22nd October a criminal investigation was launched by and sustained cyberattack on our website on Wednesday 21st October. The investigation is ongoing data may have been accessed:

- ▶ Names
- ▶ Addresss
- ▶ Dates of birth
- ▶ Email addresses
- ▶ Telephone numbers
- ▶ TalkTalk account information
- ▶ Credit card details and/or bank details

 **TalkTalk exposed the names, addresses, dates of birth, phone numbers and email addresses of more than 150k customers**

 **The UK Information Commissioner's Office fined 400k GBP**

 **TalkTalk appeared in headlines associated with a lack of security and lost more than 100k customers**

How do extra-territorial provisions apply to processors?

- A Non-EU company is offering a consumer cloud service in the EU would clearly be affected by the GDPR (Article 3, Section 2).
- However, the overseas processor is only acting on the instructions of a controller, so would not be dealing with individuals in the EU of its own option.
 - This circumstance does not shield it from the GDPR in general.
- The processor might still be caught where it is a sub-processor of a principal processor based in the EU.
- This is because the processor is processing personal data *in the context of the activities of a controller or processor* in the EU.
- Any provision of services to an entity in the EU might bring the overseas processor within the scope of the GDPR and in this instance, the overseas processor(s) must be GDPR compliance³³²

- A compliance team is tasked with reviewing sub-processors under the GDPR (could be mixed up by the implications of contracting with a Non-EU software vendor).
- Review the answers provided on a vendor questionnaire/the assurances of security commitments regarding encryption;
 1. How does an EU data processor/controller under the GDPR evaluate a Non-EU sub-processor?
 2. Most laws provide clarifications on individual privacy and communications encryption.
 3. What would happen if the EU's personal data protection regulations ever came into conflict with Non-EU anti-encryption position and dislike toward data privacy
 4. European organizations would identify vendors headquartered or operating in a Non-EU and watch for any further news about the effects of the local law(s)

Example I. Evaluating sub-processor risks

- What happens if a non-EU based vendor renders data hosting services on behalf of a corporation located in e.g. the U.S., and the data set comprises a large collection of personal data, mostly related to EU data subjects?
- The key issue is around Article 3, Section 2 of the GDPR in relation to the question of whether services are offered to individuals in the EU.
- The scenario described above has nothing to do with targeting EU people from the inception by offering services in order to e.g. boost sales.
- Hence, the GDPR does not apply.

Example II. Evaluating (sub)-processor risks

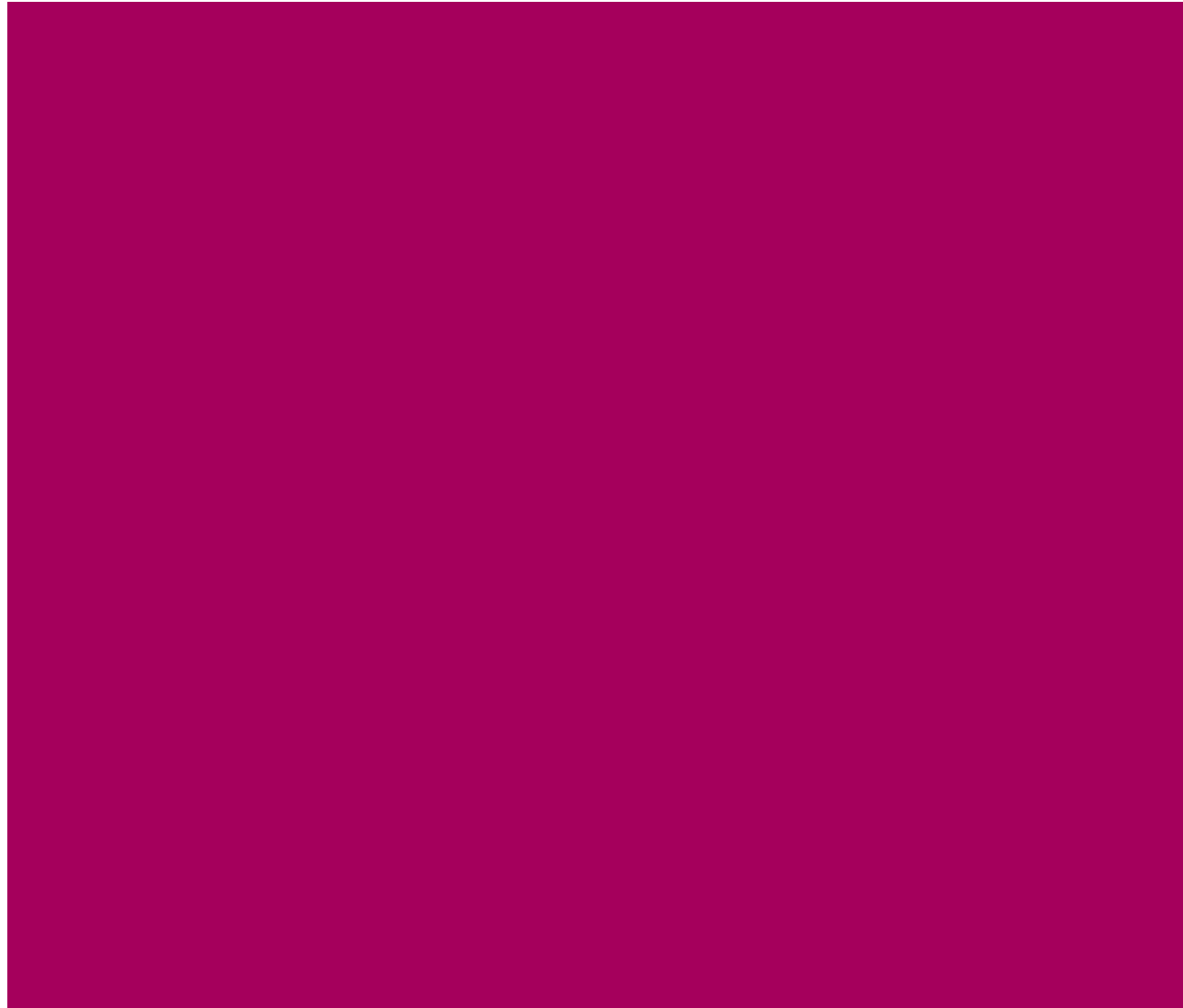
- The Non-EU company (Company A, the processor) offers data hosting services to another company (Company B, the controller).
- At face value, this scenario would not need to be GDPR compliant.
- However, if Company B (the controller) also acts on behalf of other legal entities within a group, and if personal data is transferred from these group legal entities to Company A (the processor),
- The arrangement *may be* caught by the GDPR.
- If one such group legal entity has an establishment in the EU, the GDPR comes into play via Article 3, Section 1.
- Therefore, all companies should closely review their service contracts from the perspective of group member involvement.
- A Non-EU company can be under GDPR by entering into a service agreement based on this example

Discussion on Data Subject Access Requests

A fiancée betted that he could use GDPR to steal her personal information. He requesting her data via a fake email account in her name, because privacy rules include provisions to allow people to request the personal information that companies have compiled on them. Without a concerted effort to mandate fighting fraud while protecting privacy the privacy laws are likely to create new vulnerabilities.

- How can the global privacy protection laws be exploited to violate privacy
- Why are Companies afraid under GDPR of telling no to requests
 - Do not just consider end points, but process as well, it's OK to say 'no
- Clarify acceptable ways to provide personal data securely by adopting processes
- How can a robust procedure outline acceptable identity verification practices
- Response: access the information through the profile or email from the account, used to sign up

GDPR and HR



Lawfulness

- ✎ Transparent processing on data subjects
- ✎ Controls to process data according to consents

Purpose and storage limitation

- ✎ A specific and clear purpose
- ✎ Erase information after use

Accuracy

- ✎ Controls to maintain the quality, integrity and against data loss

Employee (new) rights

- ✎ Only use their personal data for the purposes informed in the consents
- ✎ Employees can ask for a (free) copy of all their HR-related information
- ✎ Correct or ask for correction information (e.g. use a self-service portal to update information)

Remember: employees, former employees, interns, part-time employees, contractors

How to write a consent for an employee

- ✎ Commitment to privacy and compliance
- ✎ Explain the employee rights
- ✎ Comprehensive examples of personal information maintained by HR
- ✎ Describe how and why the data is collected (e.g. by external recruiters)
- ✎ Describe how the data is transferred and protected
- ✎ Describe how criminal conviction data is managed

- ✎ Policies on the disclosure of personal data (covering internal and external disclosures) including:
 - ✎ Legal obligations on the organisation to disclose, for example, to meet Inland Revenue requirements or to provide information to company auditors
 - ✎ Check the credentials of those seeking disclosure
 - ✎ Cases in which the employee will be informed of the request for disclosure
 - ✎ The position regarding the disclosure of sensitive data
 - ✎ The position regarding disclosure which would involve the transfer of personal data outside the EEA
 - ✎ the review of non-regular disclosures
- ✎ Policy on how the disciplinary notices are handled (part of disciplinary procedure)
- ✎ Document retention policy, deletion and destruction guidelines

Supporting GDPR HR policies

- ✎ Personal data security policy including:
 - ✎ Guidelines for using fax and e-mail to transmit confidential information
 - ✎ The use of laptops and homeworking generally
 - ✎ The security of paper files
 - ✎ Audit trails
 - ✎ The use of shared facilities.
- ✎ Subject rights procedures
- ✎ Interview policy and guidelines
- ✎ Practices for monitoring employee (CCTV/video surveillance)
- ✎ Policy on the provision of confidential references
- ✎ Serious breaches of data protection policies should be a disciplinary offence to impart the importance of discipline and compliance to staff

Only process employee data on the basis ...

✎ 1- to fulfil an employment contract and legal obligations

- ✎ draft and manage the contract
- ✎ prepare payroll
- ✎ monitor the time worked and activities such as work travel
- ✎ calculate payroll taxes, pension and insurance

✎ 2- to fulfil an employer's legitimate interests

- ✎ Protect the employee health and safety (e.g. warning, emergencies)

Get an explicit consent signed by employees

- ✎ a contract clause is no longer accepted (not separated)
- ✎ explain how HR-related data is processed and transferred

- What constitutes unauthorized processing and how to avoid it
- How deceit may be used to obtain information illegally from the organization
- General guidelines for line managers recognizing that they process employee personal data on behalf of the organization, and their responsibilities
- General guidelines on how to identify and action the exercise of subject rights
- General guidelines for those who ‘wear different hats’ working for two or more companies or trustees (i.e. ‘Chinese walls’)

Discussion case

Dear Customer

I'm writing to inform you that we will no longer be sending our monthly customer newsletters by e-mail.

Many companies use e-mail to promote themselves, but we don't want to take this approach – which many consider intrusive.

Our database of customers' e-mail addresses, including yours, will be securely deleted.

In future, rather than e-mailing our newsletters, we will continue to release news stories on our website: jd.wetherspoon.com

You can also keep up to date by following our Facebook and Twitter pages, using the links below.

Thank you for your custom – and we hope to see you soon in a Wetherspoon pub.

Many thanks

John Hutson

Chief Executive

Follow us




Like us



Pros

 Less intrusive?

 No need to keep track of consents?

Cons

 Communication of offers

Discussion case



A ridesharing company (*i.e.* URBAN GO) based on a mobile app offers a platform where drivers and riders can register to use its service

The company collects names, addresses, driving licenses, bank account details and location data of drivers and riders

The company has appointed a fintech solutions provider to process the payment of fares and driver's salaries

1. Who is a data controller, data processor and data subject

2. Based on your role, develop an outline of strategy to ensure data protection

GDPR compliance summary



- ✎ The legal basis of IT and cyber security compliance
- ✎ How is data collected, used, abused or misused?
- ✎ Use of data exactly for the purpose it was collected
- ✎ Consent from data subjects for secondary processing
- ✎ Review change processes in processing personal data
- ✎ Address violations, and remedies for correction
- ✎ Regular reviews of data flow mapping, audits, risk assessments to ensure the legal basis has not changed

- ✎ GDPR is not privacy by choice, follow the privacy data!
- ✎ Does not give the individual full control over the data
- ✎ The reform simplifies and adds compliance complexity
- ✎ The code-of-conduct and certification mechanism ensure structured and efficient means for compliance

Organisation areas with risk exposure

- ✎ **Governance** – historic deficit in board accountability
- ✎ **Risk management** – GDPR processes are absent
 - ✎ no consideration of risks to rights and freedoms
- ✎ **GDPR Project team** – key issues needed to create a dedicated team, (un)appropriately resourced project team
- ✎ **DPO** – role needs to be entirely established:
 - ✎ genuinely independent.
- ✎ **Roles and responsibilities** – typically do not include data protection or information security throughout the roles
- ✎ **The scope of compliance** – unclear, because of the chain of processing activities are undefined
- ✎ **Process analysis** – significant inadequacies in relation to data processing/protection principles.

Identify the three prevention strategies to combat, prevent and respond to cyber threats or incidences.

Identify the components or processes which through knowing how best to respond to threats or incidences will prevent or minimise data breaches?

Overview



Global Data Privacy Laws

Worldwide privacy laws

HIPAA Health Insurance Portability and Accountability Act

1996/2009



Personal information

Medical records
Health status
Healthcare payment details

Key provisions

Right to request and correct personal medical information
Limited the conditions to disclose health information
Develop a privacy policy
Appoint a privacy official

Covered entities

Providers of health plans (insurers)
Health care providers (hospitals, dentists)
Subcontractors (claims processing, health analysis)

Penalties

Civil
100 to 50k USD per occurrence
Max 1.5M USD
Criminal
Imprisonment

Worldwide privacy laws

FCRA Fair Credit Reporting Act

1970 / FACTA 2003



Personal information

Personal financial information
Consumer files
Consumer-reporting information

Key provisions

Right to request and correct personal information
Right to opt-out for marketing contact
Limited disclose on reports
Real disposal of information

Covered entities

Credit reporting agencies

Penalties

Civil
1K USD per consumer damage
Max 2.5k USD per violation
Victims of identify theft can file a separated law suit
Criminal

Worldwide privacy laws

US Privacy Act

1974



Personal information

Personal data of US citizen and lawful foreign residents
Social security number usage

Key provisions

No disclosure without Consent rule
Right to receive a notice for voluntary or mandatory collection of personal information

Covered entities

US Federal government agencies
Government contractors

Penalties

Civil
up to 5K USD for willful disclosures
Criminal
for the agency officer

Worldwide privacy laws

Australian Privacy Act

2012



Personal information

Information or opinion about an individual whose identity is apparent or can be reasonable ascertained
Health, employment and credit data

Key provisions

Choice to opt-out of any direct marketing
Allows the use of pseudonyms
Limit international data exports

Covered entities

Most government sectors
Some private organizations

Penalties

Civil
up to 140K EUR for individuals
up to .7M EUR for companies

Worldwide privacy laws

BDSG Federal Data Protection Act

1995



Personal information

Personal relationships: name, address, e-mail, IP address
Factual circumstances: income, taxes, ownership
Sensitive personal data: health, racial, political, lifestyle

Key provisions

Extended the EU directive
Explicit consent in advance
Notify data breaches
Provisions for email marketing as well as online privacy, covering cookies, traffic and location data

Covered entities

Both government and private sectors

Penalties

Civil
up to 300K EUR per violation
Criminal
Imprisonment up to 2 years

Worldwide privacy laws

IT Amendment Act

2008



Personal information

related to a natural person which either directly or indirectly or in combination with other information can lead to identification of an individual

Key provisions

Implemented reasonable security practices and procedures (ie. ISO 27001)

Covered entities

Public and private companies, NGOs, national and foreign

Penalties

Civil
up to 622k EUR

Worldwide privacy laws

PIPEDA Personal Info Protection and Electronic Doc Act

2012



Personal information

Any factual or subjective information, recorded or not, about an identifiable individual

Key provisions

10 fair information principles
Document all personal information handling practices
Appoint a privacy officer
Limit international data exports to countries w/same protection

Covered entities

Private organizations, covers personal information in the course of a commercial activity

Penalties

Civil
up to 163K EUR per violation

Payment Card Industry Data Security Standard

Definition

Information security standard covering payment card and cardholder data
Cardholder data is scoped by GDPR

How it helps GDPR?



Methodology for securing cardholder data
Encryption of critical data
Identify and remediate vulnerabilities (i.e. penetration tests)
Implement strong access control measures
Daily review of security events and logs
Guidance on conducting data protection impact assessments

Definition

Frameworks and methods to help organizations to deal with cyber risks
I.e. NIST 800-53 on privacy policy

How it helps GDPR?



How to identify different types of information that are processed, stored, or transmitted
How to assess risks
How to maintain a record of security controls
Develop security architectures to allocate security controls including monitoring communications

Name the three key appropriate action you will undertake when handling data breaches.

California Consumer Privacy Act of 2018

Who Is Protected by the CCPA?

- Protects “consumers,” and natural persons; are California residents
- The rights do not extend to legal persons e.g. corporations (4(1).[1])

Who or What Is Regulated by the CCPA?

- A business that collects “personal information” from consumers
- Does business in California for profit/shareholders financial benefit
- Must meet or surpass one of the following thresholds:
 - \$25 million in annual gross revenue
 - Receive for commercial purposes, sell, or share for commercial purposes, the personal information of 50,000 or more consumers
 - Derive +50% of annual revenue from selling consumers’ personal information
- *Personal information is information that identifies, relates, describes, is capable of being associated with, or could reasonably be linked, directly or indirectly, with a particular consumer or household.*

California Consumer Privacy Act of 2018 compared to GDPR

- **CCPA** excludes “publicly available information,” (i.e. lawfully available via government records).
 - **The GDPR** identifies “special categories of personal data” that are entitled to extra protection
- CCPA recognizes personal information as a single category that may be composed of different kinds of data. Art. 9.
- **The CCPA** regulates businesses (statutorily defined) under the law.
 - **The GDPR** regulates the “controllers” who determine what personal data is collected and the “processors” who process personal data on behalf of controllers. Art. 4(7)-(8).
- **The CCPA** is limited to the location/residency (California) of the consumer. Focused on protecting the rights of California resident

California Consumer Privacy Act of 2018 compared to GDPR

- **The GDPR** regulates businesses in the EU, regardless of the personal data collected concerns EU residents or not.
- **The GDPR** also regulates businesses located outside the EU that offer goods or services in the EU and process the data of EU residents
- **Like the CCPA, the GDPR** allows data subjects to request information about the personal data that the controller has collected about them, though it distinguishes personal data obtained from the data subject and personal data obtained from outside parties.

California Consumer Privacy Act of 2018 compared to GDPR



- CCPA grants consumers the right to request that businesses delete any personal information that the business has collected from the them.
- The CCPA does not grant consumers the right to request that a business delete personal information obtained from someone other than the consumer
- The CCPA indicates circumstances where a business need not comply with a consumer request to delete personal information.
 - The GDPR contains a provision, the “right to be forgotten allowing data subjects the right to have personal data concerning them deleted by the data. Data subjects enjoy this right regardless of the source from which the data was obtained. Art. 17.
 - The GDPR’s right to be forgotten is also qualified by exceptions

California Consumer Privacy Act of 2018 compared to GDPR



CCPA requires that businesses that sell consumer personal data, or disclose personal information for a business purpose, provide data regarding these practices to the consumer upon request.

The consumer may seek the following information:

- The categories of personal information collected
- The categories of personal information that were sold, and the category/categories of 3rd parties to whom the information was sold
- The categories of personal information that the business disclosed

The CCPA allows consumers to demand that businesses cease and desist from selling their personal information, referring to this as “the right to opt out.” The CCPA adopts an “opt in” when selling a child’s personal information: here affirmative parental consent is required

California Consumer Privacy Act of 2018 compared to GDPR - Summary



Both GDPR and CCPA seek to protect personal privacy, however:

1. The CCPA is a statute about disclosure and transparency applicable to Californian residents only.
2. It requires businesses to proactively disclose to consumers the kinds of personal information that they collect and to tell consumers if they plan to sell consumers' personal data.
3. It gives consumers the right to request the specific personal data that businesses have collected about them, to request that the information be deleted, and to opt out of the sale of their personal information to third parties.
4. The liability portion of the statute subjects covered businesses to lawsuits when their failure to "implement and maintain reasonable security procedures and practices" results in the unauthorized disclosure of personal information

California Consumer Privacy Act of 2018 compared to GDPR - Summary



Both GDPR and CCPA seek to protect personal privacy, however:

1. The CCPA has relatively little to say about what security procedures and practices are “reasonable.”
2. The GDPR is a more comprehensive, “General” regulation. It has wider outreach and goes into greater detail as to how personal data should be protected, particularly:
 1. Data controllers & processors generally must maintain specific records regarding their processing of personal data, use encryption, undertake data protection impact assessments prior to using personal data and must designate a data protection officer where the controller or processor processes personal data on a large scale.
 2. GDPR grants rights to consumers that the CCPA does not. The GDPR gives data subjects the right to request that those who control their personal information rectify any mistakes contained therein, the right to request that restrictions be placed on the use of their data

Worldwide privacy laws

U.S. State and Federal

GDPR

PIPEDA

Definition of personal data and regulated forms

Under U.S. law, personal information is generally defined as an individual's name in combination with a set of specified data elements such as a Social Security number. All U.S. breach notification laws regulate electronic personal information. A handful of state laws, insurance regulations, and federal laws such as HIPAA also regulate non-electronic personal information.

Personal data under the GDPR has a broad definition, meaning information in any form relating to an identified or identifiable individual, with particular sensitivity to information revealing racial or ethnic origin, political opinions, religious or philosophical beliefs, trade union membership, genetic data, biometric data, health data, and sex life or sexual orientation.

Similar to the GDPR, PIPEDA has defined personal information very broadly, meaning information in any form about an identifiable individual. Also similar to the GDPR, personal information can mean information about an individual's race, national or ethnic origin, religion, age, marital status, medical, education or employment history, financial information, or views or opinions about the individual as an employee.

Who must be notified

Entities that may require notification include affected individuals, state attorneys general, various state agencies, law enforcement, consumer reporting agencies, and media. Notice to industry-specific regulators may also be required.

Entities that may require notification include data subjects, competent state data protection authority (national breaches), lead supervisory authority (cross-border breaches), or multiple supervisory authorities.

Entities that may require notification are the Privacy Commissioner of Canada and affected individuals. The notifying organization is also required to notify any other entity that may be able to reduce the risk of harm to individuals. This could, depending on the circumstances of the breach, include entities such as law enforcement authorities or credit reporting agencies.

Worldwide privacy laws

US State and Federal

GDPR

PIPEDA

U.S. law, the GDPR, and PIPEDA each require a multi-factor risk assessment to determine whether notification is required to affected individuals and others, taking into consideration the nuances in each law's standard of harm.

Risk of harm standard

When specified in U.S. law, risk of harm is typically defined as risk of financial harm or identity theft.

Unlike the focus on financial harm under U.S. law, the GDPR standard for notification to supervisory authorities is a breach that is likely to result in a risk to the rights and freedoms of affected individuals. The standard for notification to affected individuals is a breach that is likely to result in a high risk to the individuals' rights and freedoms.

PIPEDA harmonizes with the GDPR in that the consideration of harm goes beyond financial harm. Under PIPEDA, notification to the Privacy Commissioner and affected individuals is required when a breach creates a real risk of significant harm to an individual, including considerations for bodily harm, humiliation, damage to reputation or relationships, loss of employment, business or professional opportunities, financial loss, and identity theft.

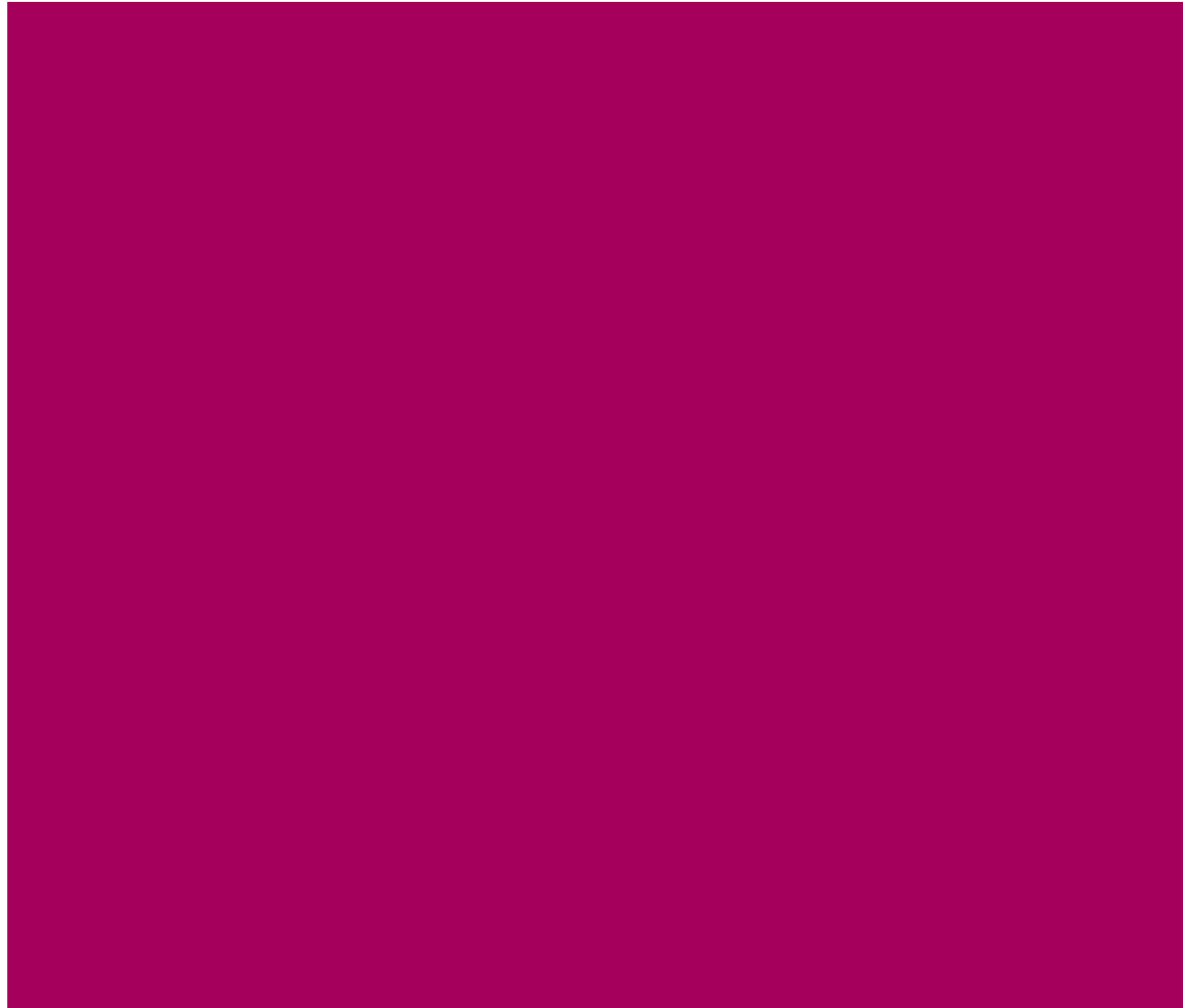
Notification timeframes

Generally, notification is required in the most expeditious manner possible, without unreasonable delay. In recent years, the trend is toward a more specific timeline, typically 30–45 days from breach discovery.

For supervisory authorities, notice is required "without undue delay and, where feasible, not later than 72 hours." For data subjects, notice is required "without undue delay."

Notification of individuals affected by the breach should occur as soon as feasible after determining that a breach has occurred.

GDPR Glossary



- Under the accountability principle, companies must put in place all those internal mechanisms and control systems that are required to ensure compliance with their data protection obligations and should be able to demonstrate such compliance to supervisory authorities.
- Under the GDPR, the principle of accountability requires the organisation required to adhere to the principles and demonstrate compliance.
- This requires a comprehensive governance structure with a cultural and organisational shift and a strong technical and organisational measures to demonstrate compliance with the GDPR.

Must include; Data subjects, Data and records, DPIA, DPO.

- Personal data protection policies are adhered to by a controller or processor.
 - The policies are related and established on the territory of a Member State for transfers or a set of transfers of personal data to a controller or processor.
- The data transfers are to one or more third countries within a group of undertakings or group of enterprises engaged in a joint economic activity

- Personal data resulting from specific technical processing relating to the physical, physiological or behavioural characteristics of a natural person.
- The data allow or confirm the unique identification of that natural person, such as facial images or dactyloscopic data (identification by comparison of fingerprints)

Conflict of interest issues

- A conflict of interest arises if, in the performance of their duties, a person deals with a matter in which s/he, directly or indirectly, has a personal interest that impairs their independence, and in particular, family, social and financial interests.
- Set up procedures on the management of conflicts of interest to comply with the legal obligations.
- Stakeholders are not influenced by their (private) interests. Ensure that all potential conflicts of interest are monitored, and decisions and actions of key positions are documented
- Balance transparency in the interests of the data subject and the data protection rights of individuals to foster the continued trust
- Ensure accountability and demonstrate the independence of stakeholders that require a high level of impartiality in the performance of their duties
- Ensure that ethics and integrity mandates focus on the independence, impartiality, objectivity and loyalty of stakeholders and staff members

- A *yes* given as clear affirmative action.
- Any freely given, specific, informed and unambiguous indication of the data subject's wishes
- The data subject provides a statement or
 - an agreement, to signify agreement to the processing of personal data relating to him or her

Chapter 2, Article 4, Article 6, Article 7, Article 8, Article 9, Article 13, Article 14, Article 15, Article 17, Article 22, Article 24, Article 32, Article 33, Article 34, Article 40, Article 41, Article 49, Article 70, Article 79, Article 83, Recital 29, Recital 32, Recital 33, Recital 38, Recital 40, Recital 42, Recital 43, Recital 45, Recital 50, Recital 51, Recital 54, Recital 65, Recital 68, Recital 71, Recital 74, Recital 79, Recital 111, Recital 112, Recital 113, Recital 126, Recital 155, Recital 161, Recital 171

- All institutions, bodies, offices or agencies operating for the European Union
 - e.g. European Commission, European Parliament, Council of the European Union, European
- Central Bank, specialised and decentralised EU agencies.
- European Parliament, European Council, Council of the European Union, European Commission, Court of Justice of the European Union (CJEU), European Central Bank (ECB), European Court of Auditors (ECA), European External Action Service (EEAS), European Economic and Social Committee (EESC), European Committee of the Regions (CoR), European Investment Bank (EIB), European Ombudsman, European Data Protection Supervisor (EDPS), Interinstitutional bodies

Data Protection by Design- Default



- PIA / Privacy by Design Tool – a more granular questionnaire and checklist based tool powered by configurable templates and rules engines to meet your PIA, DPIA, and PbD obligations
- The controller should adopt internal policies and implement measures which meet in particular the principles of data protection by design and data protection by default
- DPIAs are an important part of privacy by design and by default, which is a process of ensuring that all personal data collection, processing, storage and destruction measures are designed to secure privacy.
- privacy by design as "an approach to projects that promotes privacy and data protection compliance from the start
- This is expanded in the GDPR to include "by default", which essentially insists that the organisation ensures that *all* such projects take privacy into account.

Data Protection Impact Assessments



Use a set of questions to determine whether a DPIA may be necessary:

- Will the project involve the collection of new information on individuals?
- Compel individuals to provide information about themselves?
- Will information about individuals be disclosed to organisations or people who have not previously had routing access to the information?
- Are you using information about individuals for a purpose it is not currently used for, or in a way it is not currently used?
- Using new technology that might be perceived as privacy-intrusive?
- Will the project result in decisions being made or taking action against individuals in ways that could have a significant impact on them?
- Is the information about individuals likely to raise privacy concerns or expectations?
- Will the project require you to contact individuals in ways they may find intrusive?

- The data subjects can request that information be erased if they withdraw consent or there is an issue with the underlying legality of the processing
- The data subject withdraws consent to the processing, as there is no other legal justification for processing
- The data subject's consent for fulfilment of a contract,
- If the processing is automated
- To gain explicit consent, ensure that it is very clear to the data subject what they are agreeing to simply adding a reference to profiling into a consent form, for instance, isn't likely to pass any sort of legal test.

Cookie, Online Tracking, and Marketing Reform



- includes biometric, genetic, health information, as well as online identifiers used to identify a person
- if customers view their personal data online, allow your customers to edit their personal data.
- For online services, there must be an automated way for individuals to raise their right to object.
- a "dashboard" that allows the data subjects to see an overview of all relevant processing, change their consent and update or correct their personal data

- which items of personal data to collect, ie the content of the data;
- the purposes the data are to be used for;
- which individuals to collect data about;
- whether to disclose the data and if so, who to;
- whether subject access and other individuals' rights apply i.e. the application of exemptions; and
- how long to retain the data or whether to make non-routine amendments to the data.

72 Hour Data Breach Reporting



- The capability of reporting data breaches to supervisory authorities within 72 hours;
- Pre-determined security levels combined with clarity on roles and responsibilities and tested the reporting procedure to ensure that the right decisions about breach reporting are made
- Data breach reporting requirements are consistent across the EU, who must be told what and by when

Records of Processing Activities

- Records of processing activities are carried out on the individual's personal information
- An examination could identify improvements or alternative activities that eliminate the risk of breaching the storage limitation principle
- DPIAs are used to identify specific risks to personal data as a result of processing activities
- Significance of their role in a PIMS could be compared to security risk assessments

Data Portability and Erasure



- Data subject access requests, introduces new rights, on data portability, and erasure
- Data subjects can request copies of their personal data in a useable electronic format.
- The right aims to improve the accessibility of information
- The right to receive the personal data which he or she has provided to a controller, in a structured, commonly used and machine-readable format and have the right to transmit those data to another controller without hindrance from the controller to which the personal data have been provided
- Being able to transfer that data to another controller.

Subject Access Rights

- an individual has the right to obtain confirmation that their data is being processed by the data controller, access to that personal data and any other supplementary information to help explain the data revealed to that individual
- The additional administrative burden on organisations to identify, respond and have suitable systems in place to answer all requests within just one month
- If a request is made in electronic form then the information should also be provided in a commonly used electronic form, or an alternative format

International Data Transfers



- Cloud services may transmit data to a third country#
- Controllers will have to meet the usual requirements of the Regulation regarding international data transfer.
- This includes having a legitimate reason for the transfer, asserting the data protection principles, applying appropriate controls or measures to protect the personal data (such as model contract clauses), and informing the data subject of the transfer of their personal data.

Codes of Conduct and Certifications



- A code of conduct is a starting point to initiate a culture of accountability. It depends on the exact nature of your business, its third-party suppliers and the industry
- A holistic approach is necessary to ensure the six privacy principles of the GDPR are understood and implemented across the organisation
- Consider a safe bet for assurance of information security if no approved code of conduct has been established, and there is no formally recognised certification mechanism to prove compliance with the GDPR

- The natural or legal person, public authority, agency or another body which,
 - alone or jointly with others,
- determines the purposes and means of the processing of personal data;
 - where the purposes and means of such processing are determined by Union or Member State law, the controller or the specific criteria for its nomination may be provided for by Union or Member State law

All about The Controller is mentioned in the following:

- Chapter 4, Chapter 8, Article 3, Article 4, Article 5, Article 6, Article 7, Article 8, Article 9, Article 11, Article 12, Article 13, Article 14, Article 15, Article 16, Article 17, Article 18, Article 19, Article 20, Article 21, Article 22, Article 23, Article 24, Article 25, Article 26, Article 27, Article 28, Article 29, Article 30, Article 31, Article 32, Article 33, Article 34, Article 35, Article 36, Article 37, Article 38, Article 39, Article 40, Article 41, Article 42, Article 43, Article 44, Article 46, Article 47, Article 48, Article 49, Article 56, Article 57, Article 58, Article 60, Article 62, Article 65, Article 70, Article 79, Article 81, Article 82, Article 83, Article 85, Article 90, Recital 10, Recital 13, Recital 18, Recital 22, Recital 23, Recital 24, Recital 25, Recital 26, Recital 28, Recital 29, Recital 36, Recital 39, Recital 40, Recital 42, Recital 43, Recital 45, Recital 47, Recital 48, Recital 49, Recital 50, Recital 51, Recital 57, Recital 59, Recital 60, Recital 63, Recital 64, Recital 65, Recital 66, Recital 68, Recital 69, Recital 71, Recital 73, Recital 74, Recital 77, Recital 78, Recital 79, Recital 80, Recital 81, Recital 82, Recital 83, Recital 84, Recital 86, Recital 85, Recital 89, Recital 90, Recital 92, Recital 94, Recital 95, Recital 97, Recital 98, Recital 99, Recital 101, Recital 108, Recital 109, Recital 113, Recital 114, Recital 115, Recital 122, Recital 124, Recital 127, Recital 131, Recital 126, Recital 145, Recital 146, Recital 148, Recital 153, Recital 61, Recital 132, Recital 143, Recital 144, Recital 147, Recital 156, Recital 164, Recital 168, Recital 171, Recital 173

When the controller or processor is established in more than one Member State;

- Processing of personal data which takes place in the context of the activities of establishments in more than one Member State of a controller or processor in the Union or
- Processing of personal data takes place in the context of the activities of a single establishment of a controller or processor in the Union
 - but which substantially affects or is likely to substantially affect data subjects in more than one Member State.

All about "cross-border" in Article 4, Article 56, Recital 5, Recital 53, Recital 138

Also known as the Right to be Forgotten,

- Data erasure entitles the data subject to have the data controller erase his/her personal data,
- Cease further dissemination of the data, and
- *Potentially* have third parties cease processing of the data

Data erasure is mentioned in: Article 17, Recital 65, Recital 66

Data Protection Officer



An expert on data privacy who works independently to ensure that an entity is adhering to the policies and procedures outlined in the GDPR

Article 13, Article 14, Article 30, Article 33, Article 35, Article 36, Article 37, Article 38, Article 39, Article 47, Article 57, Recital 77, Recital 97

Pseudonymisation

The processing of personal data in such a manner that the personal data can no longer be attributed to a specific data subject without the use of additional information, provided that such additional information is kept separately and is subject to technical and organizational measures to ensure that the personal data are not attributed to an identified or identifiable natural person

Encryption

- Personal data that is protected with a unique key, ensuring that data is only accessible/readable to authorised people

Article 6, Article 32, Article 34, Recital 83

The requirement for controllers to provide the data subject with a copy of his or her data in a format that allows for easy use with another controller

Article 13, Article 14, Article 20, Recital 68, Recital 73, Recital 156

An International organisation and its subordinate bodies governed by public international law,

- any other body, set up by or based on an agreement between two or more countries

International Organisation: Chapter 5, Article 4, Article 13, Article 14, Article 15, Article 28, Article 30, Article 40, Article 42, Article 44, Article 45, Article 46, Article 49, Article 50, Article 58, Article 70, Article 71, Article 83, Article 85, Article 96, Article 97, Recital 6, Recital 101, Recital 102, Recital 103, Recital 105, Recital 106, Recital 107, Recital 108, Recital 112, Recital 139, Recital 153, Recital 168, Recital 169

A natural or legal person engaged in economic activity, irrespective of its legal form

- including partnerships or associations regularly engaged in an economic activity

Enterprise: Article 4, Article 30, Article 40, Article 42, Article 47, Article 88, Recital 13, Recital 37, Recital 98, Recital 110, Recital 132, Recital 167

- Any structured set of personal data
 - which is accessible according to specific criteria:
 - whether centralised or decentralised
 - dispersed on a functional or geographical basis

Article 2, Article 4, Recital 15, Recital 31, Recital 67

- Personal data relating to the inherited or acquired genetic characteristics of a natural person
- gives unique information about the physiology or the health of that natural person
- Results, in particular, from an analysis of a biological sample from the natural person in question

- Controlling the undertaking and its controlled undertakings
- The controlling undertaking can exert a dominant influence over the other undertakings by virtue, of ownership and financial participation
- The rules which govern it or the power to have personal data protection rules implemented.
- An undertaking which controls the processing of personal data in affiliations is regarded, as a group of undertakings.

- a controller with establishments and central administration in more than one Member State
- unless the decisions on the purposes and means of the processing of personal data are taken in another establishment of the controller in the Union
- the latter establishment has the power to have such decisions implemented, in which case the establishment had taken such decisions is to be considered to be the main establishment;
- a processor with establishments in more than one Member State, the place of its central administration in the Union, or, if the processor has no central administration in the Union
- the establishment of the processor in the Union where the main processing activities in the context of the activities of an establishment of the processor take place to the extent that the processor is subject to specific obligations under this Regulation

- Any information relating to an identified or identifiable natural person ('data subject');
- an identifiable natural person is one who can be identified, directly or indirectly, in particular by reference to an identifier such as a name, an identification number, location data, an online identifier
- to one or more factors specific to the physical, physiological, genetic, mental, economic, cultural or social identity of that natural person

- Any information relating to an identified or identifiable natural (living/dead) person.
 - Examples include names, dates of birth, photographs, e-mail addresses and telephone numbers.
- Other details such as health data, data used for evaluation purposes and traffic data on the use of telephone, email or internet are also considered personal data.

- The right of an individual to be left alone and in control of information about his or herself.
- The right to privacy or private life is enshrined in the Universal Declaration of Human Rights (Article 12),
- The European Convention of Human Rights (Article 8)
- The European Charter of Fundamental Rights (Article 7).
 - The Charter also contains an explicit right to the protection of personal data (Article 8).

- Personal data may be processed in many activities which relate to the professional life of a data subject.
- According to Article 2(b) of Regulation (EC) No 45/2001, processing of personal data refers to;
- *"any operation or set of operations which is performed upon personal data, whether or not by automatic means, such as collection, recording, organisation, storage, adaptation or alteration, retrieval, consultation, use, disclosure by transmission, dissemination or otherwise making available, alignment or combination, blocking, erasure or destruction."*
 - Examples include: the procedures relating to staff appraisals to the billing of an office phone number, lists of participants at a meeting, the handling of disciplinary and medical files, compiling and making available online a list of officials and their duties.

Personal Data

Chapter 5, Article 1, Article 2, Article 3, Article 4, Article 5, Article 6, Article 7, Article 9, Article 10, Article 11, Article 13, Article 14, Article 15, Article 16, Article 17, Article 18, Article 20, Article 19, Article 21, Article 22, Article 23, Article 25, Article 27, Article 28, Article 29, Article 30, Article 32, Article 33, Article 34, Article 35, Article 37, Article 38, Article 39, Article 40, Article 42, Article 44, Article 45, Article 46, Article 47, Article 49, Article 50, Article 53, Article 57, Article 58, Article 70, Article 77, Article 79, Article 80, Article 83, Article 85, Article 86, Article 88, Article 89, Article 90, Article 98, Recital 1, Recital 2, Recital 3, Recital 4, Recital 5, Recital 6, Recital 7, Recital 9, Recital 10, Recital 11, Recital 12, Recital 13, Recital 14, Recital 15, Recital 16, Recital 17, Recital 18, Recital 19, Recital 20, Recital 22, Recital 23, Recital 24, Recital 26, Recital 27, Recital 28, Recital 29, Recital 31, Recital 32, Recital 33, Recital 34, Recital 35, Recital 36, Recital 37, Recital 38, Recital 39, Recital 40, Recital 42, Recital 43, Recital 45, Recital 46, Recital 47, Recital 48, Recital 49, Recital 50, Recital 51, Recital 52, Recital 53, Recital 54, Recital 55, Recital 56, Recital 57, Recital 58, Recital 59, Recital 60, Recital 61, Recital 62, Recital 63, Recital 64, Recital 65, Recital 66, Recital 67, Recital 68, Recital 69, Recital 70, Recital 71, Recital 72, Recital 73, Recital 75, Recital 78, Recital 80, Recital 81, Recital 83, Recital 84, Recital 85, Recital 86, Recital 87, Recital 88, Recital 89, Recital 90, Recital 91, Recital 96, Recital 97, Recital 101, Recital 102, Recital 103, Recital 104, Recital 105, Recital 108, Recital 110, Recital 111, Recital 112, Recital 113, Recital 115, Recital 116, Recital 122, Recital 123, Recital 124, Recital 127, Recital 129, Recital 139, Recital 142, Recital 153, Recital 154, Recital 155, Recital 156, Recital 157, Recital 158, Recital 159, Recital 160, Recital 162, Recital 164, Recital 166, Recital 170

What did May 25th 2018 mean?

Start demonstrating the compliance efforts

- ✎ Documented privacy program and legal basis for processing activities
- ✎ Ongoing data lifecycle management according to the privacy policy, including data consents
- ✎ Monitoring data flows and audit trails
- ✎ Data privacy impact assessment procedure
- ✎ Incident response and breach notification procedure and privacy audits plan

- Refrain from the hype on multi-jurisdictional scope, high penalties for non-compliance and other resource burdens
- Focus on GDPR narratives to create business prospects:
 - Demonstrating compliance can go a long way to demonstrating to stakeholders that they can trust you to protect their data and they will do more business with you and build customer loyalty.
 - The GDPR processes provide an opportunity to streamline both business processes and information systems and can be leveraged to build trust and confidence
 - Look at the long run advantages on data privacy, protection, IT-Security compliance implementation and execution to clear up the misconceptions and facilitate organisations in building competitive advantages, reputation, compliance policies and technological implementations.

Bottom-up, security-driven, and data-focused solutions



- Execute GDPR Monitoring and Audit values based on a methodology for sustainable GDPR compliance
- A bottom-up approach to address the underlying data protection and security needs by utilising feedback, best practices based on structured top-down guidance.
- Security driven plans to set up data-protection, privacy goals to achieve both regulatory compliance and a healthy privacy attitude, streamline processes, centralise database and a structured IT platform for automation.
- Data focused execution focuses on solving the underlying security and data problems is the key to achieve the goal(s)

Bottom-up, security-driven, and data-focused solutions



- Data knows no boundaries; data transfer, BCR, SMC, Privacy shield
- Global Data Protection, Data Privacy, IT-and Cybersecurity concerns are the starting point for almost any new application or process in the organisation. The corporate commitment to greater user control and data subject empowerment is stronger than ever.
- Data breach prevention & mitigation are critical GDPR components that check if your organisation is meeting all the requirements to avoid data subject complaints, data breaches and fines and requires continuous evaluation of data flows in and outside the company.

Bottom-Up Privacy Execution

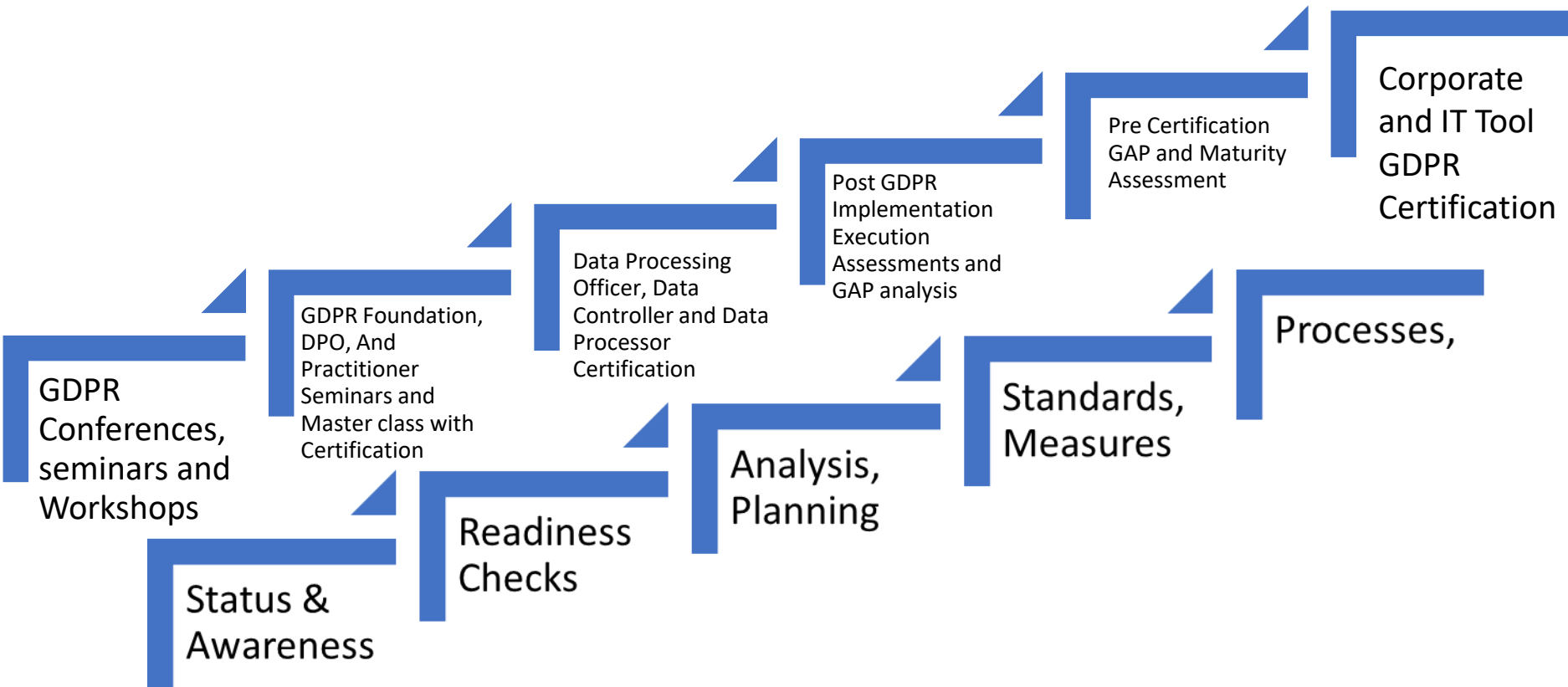
- **Thorough knowledge of the threats and GDPR and IT risks;** IT-Security, Assets, controlling the underlying customer, employee, third-party issues, and all other personal data
 - Data and statistics of events in the organisation, competitors and industry
- **Data Protection principles that secure privacy data;** a robust data security program as a foundation, starting from committee charters, policies, standards, procedures
 - Procedures that align with the tenets of privacy by design
- **Address the GDPR principles;** involve embedding privacy into underlying processes
 - Objectives, operations, technologies by default and of course design
- **Develop implementation concepts;** through privacy incidents, strategies, execution tactics
 - A Framework to ensure data and processes are aligned and valid; applications & re-engineering
- **Facilitate the identification of crucial privacy use cases;** for appropriate program design adjustments, and prioritisation efforts.
 - Focus on massive databases with business value and critical data for the involved people.
- **Use technology as part of a multifaceted program;** instead of purchasing an IT tool to deliver compliance and security
 - The underlying security needs to be based on the experience and history to comply with regulations.

Bottom-Up Privacy Execution



- **Focus on how data is transferred inside and outside your organization;** how user accesses are periodically reviewed.
 - How to incorporate compliance while still prioritising customers and their data, e.g. understand both the locations and types of data.
- **Support bottom-up data protection and process automation** as well as document the multiple elements
 - Build an effective privacy program based on privacy by design.
- **Adequate privacy by design explicitly serves data subjects;**
 - Privacy needs incl. security re-engineering, pseudonymization....
 - Process automation (data subject access requests, right to be forgotten)
- **Process Automation for repeatable and auditable privacy programs**
 - Automated processes for data subject access request
- **Reap the benefits from operationalisation, developments :**
- Data classification and mapping Data privacy impact assessment
- Third-party data management Data incident response

Our GDPR Certification Process

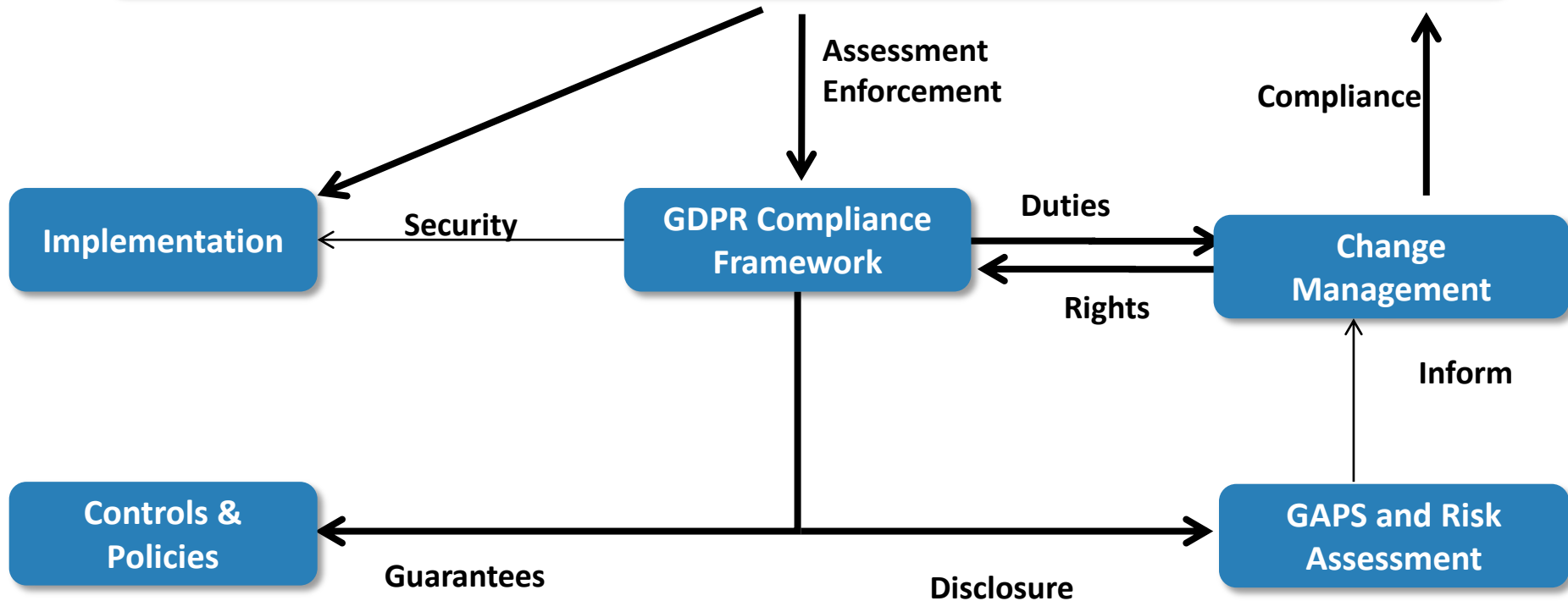


Summary

Project Scope
Territorial and Material

Objectives

bit extra on the top or overhaul of IT platforms, processes & data protection



All Presentation and Exam Links



FAS Presentation - <https://www.eugdpr.institute/fas/>

FAS Exam - <https://www.eugdpr.institute/gdpr-fas-exam/>

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CEP: <https://www.eugdpr.institute/wp-content/uploads/day3.pdf>



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Human Capital Assessment Framework



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