



# The EU General Data Protection Regulation (GDPR)

## What the new EU GDPR means in 1 minute...

The EU GDPR will increase privacy for individuals and give regulatory authorities greater powers to take action against businesses that breach the new laws.



**Fines of up to 4%**  
of annual global revenue or  
**€20 million**  
whichever is greater

Certain personal data breaches must be reported to the supervisory authority  
**within 72hrs**  
of first having become aware of it



The definition of personal information is now broader and includes identifiers such as:

- Genetic**
- Economic**
- Mental**
- Social identity**
- Cultural**



**Individuals have enhanced rights of access, rectification, portability and erasure**

**You have to comply with the EU GDPR by May 2018**

An organisation must be able to evidence that the right standard of consent has been given by the individual:



**Positive**  
(i.e. no pre-ticked boxes)



**Specific**  
for the purposes that it will be used for (including naming any third parties with whom personal information may be shared)



**Documented**  
e.g. who consented, when they consented (copy of the signed document or online records that include a timestamp), what they were told at the time (a copy of the consent statement), how they consented and whether they have withdrawn consent.



**Freely given**  
for Marketing consent and a genuine option for the individual (i.e. not a pre-requisite for the service being offered)

The regulation applies to **any organisation that processes personal information**

of individuals within, and governs the transfer of information outside of, the EU



Resources and information provided should be used as support only, please consider taking your own professional advice on how to comply with GDPR.

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