



# GDPR: An Introduction

DAMM SOLUTIONS - 12 POINT PLAN

# GDPR: An Introduction

- On 25<sup>th</sup> May, 2018, the biggest changes in data protection for 20 years will become legally enforceable.
- The (EU) General Data Protection Regulation (GDPR) applies to any organisations that capture, process, handle or store data through which an individual is personally identifiable.
- We are currently part way through a 2-year lead time for organisations to ensure they satisfy the new Directive – this is reflective of the size of the task.
- Severe penalties will be imposed:
  - 2% of group revenue for organisations who fail to comply
  - 4% of group revenue for (or €20m) organisations who suffer an avoidable data breach.

# GDPR: A 12-Point Plan

## 1. Awareness / Staff Training

- ▶ Decision makers and appropriate staff within the organisation need to be fully aware that the law is changing and they should appreciate the impact this is likely to have and the penalties in place for failing to comply / breaches.
- ▶ Non-key staff should be made aware of the changes, but from a top-level perspective.

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## 2. Information You Hold

- ▶ It should be fully documented what personal data you hold, where it came from, how it is handled and with whom you share it. This data may include supplier, client, or personnel data.

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## 3. Communicating Privacy Information

- ▶ A review will be required of all current privacy notices and a plan put in place for making changes to these in time for the implementation of GDPR.
- ▶ Any permission statements should allow an individual to make a free and unambiguous opt-in.

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## 4. Individuals' Rights

- ▶ You should check all your procedures to ensure they cover all the rights individuals have, including how you would delete personal data, or provide data in a secure, electronic and commonly used format.

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## 5. Subject Access Requests

- ▶ You should update your procedures and plan how you will handle requests within the new timescales (full written details within 30 days).
- ▶ It is expected that there will be an increase in SAR's, so it is recommended that an efficient procedure is put in place to handle these as soon as they come in.

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## 6. Legal Basis for Processing Personal Data

- ▶ You should look at the various types of data processing you carry out – identify your legal basis for carrying it out and document this.



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## 7. Consent

- ▶ You should review how you are seeking, obtaining and recording consent and whether you need to make any changes. Under GDPR, consent must be obtained 'freely and unambiguously'.

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## 8. Children

- ▶ You should start thinking about what systems can be put into place to verify individuals' ages and gather parental or guardian consent for all data processing activities.

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## 9. Data Breaches

- ▶ You should make sure you have the right procedures in place to detect, report and investigate a personal data breach. The ICO must be notified of a breach within 72 hours of it being discovered.

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## 10. Data Protection by Design & Data Protection Impact Assessments

- ▶ You should familiarise yourself with the guidance the ICO has produced on Privacy Impact Assessments and work out how and when to implement them within your organisation.

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## 11. Data Protection Officers

- ▶ A designated data protection officer should be in place to take responsibility for data protection and compliance. It will also need to be assessed where this role should sit within the structure of your organization.

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## 12. International

- ▶ If your organisation operates internationally, you should determine which supervisory authority you come under - this will be determined by the type and nationality of data held.

# GDPR: The DAMM Solutions Approach

## Professional Advice

Getting in a GDPR expert will help your organisation become compliant and avoid you falling foul of the harsh penalties that **WILL** be enforced should you fail to meet the new regulations.

Our team can advise you on all areas of data privacy and compliance. Take advantage now before there is a risk of timescales being tight.

# DAMM Solutions - Credentials

DAMM Solutions are a data marketing agency with a difference. With a management team boasting a combined experience of 50 years in data and marketing, we offer consultation and advice on traditional marketing strategies, as well as professional guidance on the hottest topic of the moment – GDPR (General Data Protection Regulation).

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