GDPR: A Game Changer

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Zora Artis, GAICD, FAMI, CPM Stephanie Doute, CAE



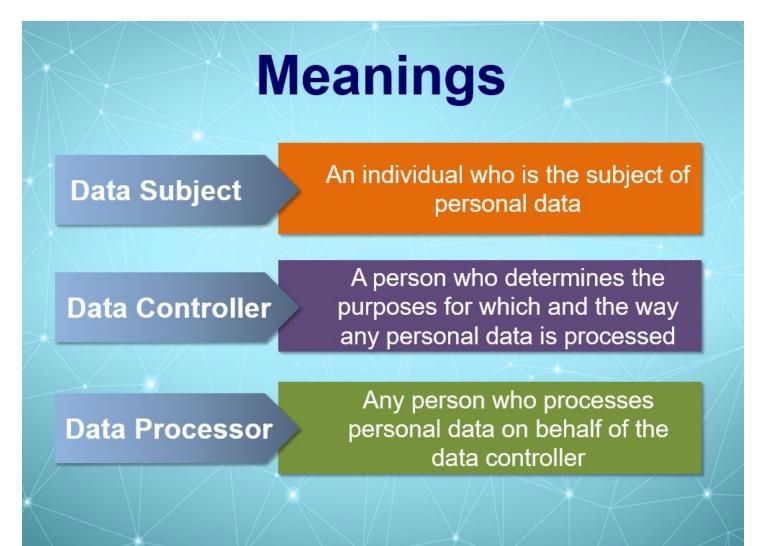
International Association of Business Communicators

OMG – What is GDPR?





Subject vs. Controller vs. Processor





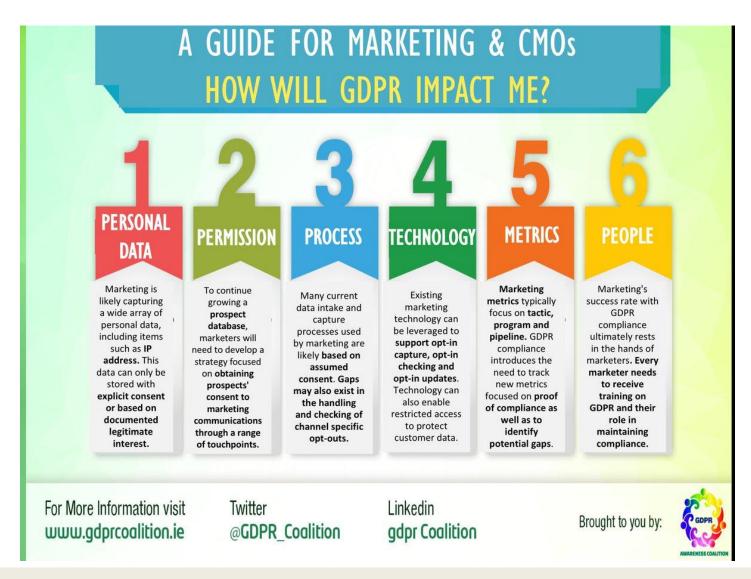
Individuals' rights under the GDPR-

- The right to be informed
- The right of access
- The right of rectification
- The right of erasure
- The right to restrict processing
- The right to data portability
- The right to object
- The right not to be subject to automated decision making including profiling

<u> ICO</u>



What do marketers need to know?







REQUIREMENTS UNDER

THE GDPR

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Withdrawn as easily

as it is given

Bundle with other terms and conditions



WHAT TO TELL PEOPLE YOU COLLECT DATA FROM

What you need to tell your customers, clients, employees and anyone else you collect personal data from to comply with Article 13 of the General Data Protection Regulation.





What's HQ Doing?

12 Steps to GDPR

The steps to follow to be compliant to GDPR



Raise Awareness

Decision makers and key people in the organisation need to be aware that the law is changing to GDPR, and they need to understand what impact this will have.



Information Held

An information audit needs to be conducted, including information on personal data held in the organisation, where it came from, and who it is shared with.



Communicating Privacy

Carry out a review of your privacy notices and governance, identify gaps and plan how to prepare for the changes required by implementing GDPR.



Individual Rights

Make sure procedures cover all individuals rights, including deleting personal data, providing data electronically and in a commonly used format



Subject Access Requests

Update procedures and have a plan for handling requests within the new time-frame and provide any additional information.



BC EN ISO

Legalities of processing personal data

Understand the different data processing types the organisation performs and identify the legal basis for carrying it out and document it appropriately.





Consent

The way the organisation seeks, obtains and determines consent needs to be reviewed and changes made if necessary



Protecting **Children's Data**

Systems should be designed and developed that can be used to verify ages, and can seek parental/guardian consert for a data processing activity



Data Breaches

Procedures need to be in place to detect, report and investigate a personal data breach to both the customer and regulator



Data Protection by Design

Privacy Impact Assessments/Control Frameworks need to be developed with guidance from the regulator, processes need to be developed and have governance for their use.



Data Protection Officers

Data Protection Officers should be appointed, or a similar role to take responsibility of data protection compliance. The organisation will need to decide where this role fits best.



If the organisation works internationally, which data protection authority is most appropriate needs to be decided and consider where processors and controllers are located.



Who's Who?





Your chapter/region downloads data from MMA and it is saved on the Chapter/region leader's computer for analysis and planning. What are the GDPR liabilities? How will you mitigate?



You use EventBrite or some other service for event registration. What do you need to do to ensure that you are compliant?

Part 2 – You use past attendee data to market your current/future events. What about this is now problematic and how can you change processes to become compliant while still meeting your goals?



A former member contacts you and says they want to be forgotten by IABC forever. What are your obligations and how do you proceed?



Your board membership VP/Chair resigns. You know they have member data they have used in their work. How do you ensure that data is completely removed from their possession?



Key Takeaways

