



TALK GDPR

*START THE JOURNEY AND
PREPARE YOUR BUSINESS FOR
GDPR COMPLIANCE TODAY*

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The Value of Data

Data breaches; loss of secure and private information; user accounts hacked; passwords stolen. These are all terms that will send shivers down your spine.

The generation of data by businesses is growing at an extraordinary pace and as the amount of data increases, so does the number of data breaches and incidents where data could have easily been accessed by hackers.

Data is created so quickly and it's not just addresses, date of birth, card numbers and passwords. It's the hidden data such as search history, shopping carts and geo-location.

All this data is highly valueable and as the value increases, so does the interest and sophistication of the hackers.

DATA COMPROMISED (BY TYPE) IN 1ST HALF OF 2017



Data Breaches

The International Data Commission (IDC) has predicted that by 2020, data breaches will affect a staggering 25% of the world's population.

The world's economy runs on data. Its security and the security of our citizens must be protected. The rules that govern the way businesses collect, use and store personal data have to change.

Data breaches are becoming far too frequent. They happen to businesses large and small. In 2017, Equifax had a breach with approximately 400,000 UK records compromised. The hackers accessed personal information such as names, dates of birth, addresses and credit card numbers.

Equifax is a large organisation and smaller businesses may feel that they aren't likely to be a target but in reality the exact opposite is true.



Hackers prey on small businesses who tend to have lower defences than larger organisations.

Those defences are not always lower because of cost but are weakened by poor data management and poor data processes.

A government Security Breach Survey in 2015 found that nearly three-quarters of small organisations reported a security breach in 2014/15.

The size of the business no longer matters to hackers.



GDPR

In April 2016, The European Commission ratified The General Data Protection Regulation (GDPR).

This new regulation broadens the scope of privacy laws and covers the capture, control and consent to use personal information.

It protects the data rights of E.U. citizens and gives those citizens greater control of who has their data and ultimately how it will be used.

GDPR places new rules on businesses and organisations who will now be bound by more stringent controls on how they obtain data use consent from E.U. Citizens.

Organizations will also have to report on any data breaches within a 72 hour window.

Your Responsibilities

Under GDPR, your business or organisation will be 100% responsible for the protection of your customer's personal data.

The regulation applies to all personal data that resides / is stored anywhere within your business.

GDPR is far reaching and will affect every type of business no matter whether you are a internet based company, financial service, retailer, communications company, consumer goods business, healthcare. GDPR targets all businesses.

Although this is an E.U. regulation, it applies to all businesses who serve E.U. Citizens.

Even if a business is headquartered outside of the E.U. and offering goods and services to E.U. citizens, it will have to comply with GDPR.

Compliance

The reputational damage for non-compliance could be disastrous and potentially, the combined effect could see businesses fail.

The days of "sorry, we got it wrong" are over.

Proof of GDPR compliance comes from the answers to two questions.

- Where is my data?
- Who is responsible for that data?

Any inability to answer will be costly.

Data Governance is crucial. TalkGDPR will guide you.





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