

# The helpful Guide to **GDPR**

*General Data Protection Regulation*

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So, you've heard a few mentions here and there of a **big change** that's coming to **data protection** in **May 2018**, but that's ages away, right?

**Well, think again.** No matter the size of your business, it's time to face facts, GDPR is coming and you need to get in shape!

In a nutshell...



BY MAY 2018 **YOU. MUST. HAVE. CONSENT.**  
TO STORE OR USE **ANY PERSONAL DATA!**

## What does this actually mean?

- ❗ If you store/use **any kind of personal data**,\* you will require active consent from the individual i.e. they have to have agreed/ opted in/signed up/said YES.
- ❗ The GDPR isn't a 'guideline' or a 'suggestion' **it's the law!**
- ❗ The GDPR covers **all industries and sectors**

### What's classed as 'Personal Data'?

- ☑ Names
- ☑ **Email addresses** (note: whilst generic company email addresses like *sales@* or *hello@* aren't counted, individual company email addresses are)
- ☑ ID numbers
- ☑ Bank/credit/debit card information
- ☑ Location data
- ☑ **Sensitive data** i.e. racial data, political opinions, health or medical, etc.

## GDPR True or False

“We have to employ a data officer ASAP”

**FALSE.**

Only companies with 250+ staff members need to recruit a dedicated data officer. Whilst this doesn't necessarily mean you shouldn't, it just means it's not necessary.

“The fines if you're found to be non-compliant are enough to put you out of business”

**TRUE.**

With fines of up to €20 million in place, it's certainly feasible that not complying could see the end of your business.

“We'll be leaving the EU soon anyway so it doesn't apply to us”

**FALSE.**

Despite the future of Britain's EU membership, organisations will still need to comply with the GDPR.

“We'll need to keep records of when individuals have given their consent”

**TRUE.**

From May 2018, you'll need to be able to prove that an individual whose data you store/use has given their full consent.

“It's fine, we can just set the 'sign up to our newsletter' box to be pre-ticked, no one will ever know!”

**FALSE.**

As of May 2018, individuals will have to give their active consent to have their data used/stored.

“

**Dan's top tip:** If you're a smaller company, why not use the GDPR as an excuse to cleanse your data!



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\* Remember!

Personal data means any information relating to a living, identified or identifiable natural person.

# The Monitor way

Don't worry – we're here to make the process as simple and straightforward for you as possible. Follow these steps and by Christmas you'll be laughing!

## STAGE 1: EXISTING DATA

- 1 Ask yourself **“Are we storing or using personal data?”** If the answer is no, pour yourself a cup of tea and get on with your day job.
- 2 If the answer is yes, consider the **size and scope of your current database.** If you're only storing/using very small amounts of personal data, it's likely you'll have the time/resource to review it internally, otherwise, we'd suggest appointing a data officer, either internally or externally via a data company.
- 3 **Get consent!** There's no time like the present...if you want to continue storing/using this data, you'll have to get in touch with the individuals and ask for their consent.

## STAGE 2: NEW DATA

- 1 Review the **way you currently collect** this data. To ensure your new data is compliant from the off, ensure the way you collect it is **water-tight** and forces the individual to give full, active consent.
- 2 ...and **keep records!**



**Moray's top tip:** It's all about successful planning. As long as you give yourself enough time or resource to get your data compliant, there shouldn't be anything to worry about!