

The helpful Guide to **GDPR**

General Data Protection Regulation

MONITOR

ADVERTISING | BRANDING | DESIGN | DIGITAL | MARKETING

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!



”

* 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!