

Group General Data Protection Regulation (GDPR) Policy

GDPR is a regulation that requires businesses to protect the personal data and privacy of EU citizens for transactions that occur within EU member states. And non-compliance could cost companies dearly. Here's what every company that does business in Europe needs to know about GDPR.

Companies that collect data on citizens in European Union (EU) countries need to comply with strict new rules around protecting customer data. The General Data Protection Regulation (GDPR) sets a new standard for consumer rights regarding their data, but companies will be challenged as they put systems and processes in place to maintain compliance.

What types of privacy data does the GDPR protect?

- Basic identity information such as name, address, and ID numbers
- Web data such as location, IP address, cookie data and RFID tags
- Health and genetic data
- Biometric data
- Racial or ethnic data
- Political opinions
- Sexual orientation

Which companies does the GDPR affect?

- Any company that stores or processes personal information about EU citizens within EU states must comply with the GDPR, even if they do not have a business presence within the EU. Specific criteria for companies required to comply are:
 - A presence in an EU country.
 - No presence in the EU, but it processes personal data of European residents.
 - More than 250 employees.
 - Fewer than 250 employees but its data-processing impacts the rights and freedoms of data subjects, is not occasional, or includes certain types of sensitive personal data. That effectively means almost all companies.

People's Privacy Rights

You are a data controller and/or a data processor. But as a person who uses the Internet, you're also a data subject. The GDPR recognizes a litany of new privacy rights for data subjects, which aim to give individuals more control over the data they loan to organizations. As an organization, it's important to understand these rights to ensure you are GDPR compliant.

Below is a rundown of data subjects' privacy rights:

1. The right to be informed
2. The right of access
3. The right to rectification
4. The right to erasure
5. The right to restrict processing
6. The right to data portability
7. The right to object
8. Rights in relation to automated decision making and profiling.

First, if you process the personal data of EU citizens or residents, or you offer goods or services to such people, then **the GDPR applies to you even if you're not in the EU.**

Second, the fines for violating the GDPR are very high. There are two tiers of penalties, which max out at €20 million or 4% of global revenue (whichever is higher), plus data subjects have the right to seek compensation for damages.