24 million reasons you should care about GDPR

Dave Prendergast

@bhconsulting

@prendeda
Michelle Rodriguez  Dwayne Johnson  Paul Walker  Vin Diesel

FAST & FURIOUS 9
“Why do you rob banks?”

“Because that's where the money is.”

Willie Sutton
“Why do you hack companies?”

“Because that's where the Data is.”

Cyber-Willie Sutton

Picture credit Dermot Casey

@bhconsulting @prendeda
The EU General Data Protection Regulation (GDPR) is the update to the EU Data Protection Directive.

- Came into force 24th May 2016 with 2 years to implement.
- Applies across all 28 EU Member States.

Effective 25th May 2018.
What is GDPR?

➢ Updates the EU Data Protection Directive with a Strong Focus on Individual’s Privacy Rights

➢ Harmonises the Data Protection Regime Across All 28 EU Member States

➢ Applies Across All 28 EU Member States
  ➢ Applies to any organisation outside the EU holding personal data on anyone resident in the EU

➢ Significant Obligations (and Fines) on Organisations Holding Personal Data
What is Personal Data?
EU GDPR Applies to EU Member States

Also part of the EU (not shown):
--Canary Islands (Spain)
--Madeira (Portugal)
--Azores (Portugal)
--Many (but not all) French overseas territories

EUROPEAN UNION
- Current member
- Official candidate
- Recognized as a potential candidate

(As of June 2016)
EU GDPR Also Applies Globally
Article 39 GDPR-“Tasks of the data protection officer”

“awareness raising and training of staff involved in the processing operations”
GDPR
General Person Protection Regulation
Human Rights
Global Heat Map
Country-specific regulations governing privacy and data protection vary greatly. Forrester’s global heat map provides our clients with detailed, current information to help them successfully navigate each country’s privacy regulations. Preview the map by selecting the US or UK information below.
Final thoughts on Privacy
(stealing a quote from @MlleLicious)

• We need careful, considered, thoughtful privacy design
• So that life can be led recklessly, passionately, fully, fearlessly
$24 million reasons you should care about GDPR

David.Prendergast@bhconsulting.ie