



SIG MARCOMMS Meeting

GDPR Presentation

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Agenda

1. **GDPR**
2. **EU e-privacy Regulation**
3. **Q &A**



GDPR



How many of you know which measures are being implemented in your organizations to cover GDPR requirements?

How many you received proper training in GDPR ?



GDPR



General Data Protection Regulation

What is?

The European Data Protection Regulation is the legal framework for the protection of personal data. The regulation is composed by 99 articles that will define the requirements and rules to process personal data.

Why?

The objectives of GDPR are to protect individuals rights and freedoms in relation to the processing of their personal data and facilitate the free flow of such data within the Union.

When?

The regulation will be binding in its entirety and directly applicable in all Member States as from May 25th 2018.



GDPR



Personal data - means any information relating to an **identified** or **identifiable** natural person.

- An **identifiable** natural person is one who can be identified, directly or indirectly, in particular by reference to an identifier such as a name, an identification number, location data;
- An online **identifier** or to one or more factors specific to the physical, physiological, genetic, mental, economic, cultural or social identity of that natural person

Name

ID Number

Fingerprints

Employer Details

Email Address

Job Function

Gender

Mac Address

Nationality

IP Address

EU – e-privacy Regulation



What is?

- The European Union ePrivacy Regulation was published in October 2017, to broaden the scope of the current ePrivacy Directive and align the various online privacy rules that exist across EU member states.
- ePrivacy regulation was created to complement and particularise the GDPR, so the rules of the GDPR are always relevant and an overall part of the legislative aspects of the ePrivacy.

Consent

The GDPR-level of consent will also apply under the ePR to the processing of message content and metadata for advertising purposes. This means that consent must be freely given, specific, informed and capable of withdrawal at any time. Unlike the GDPR, the ePR does not provide a legitimate interests ground for processing data.

EU – e-privacy Regulation



Significant Changes

- Cookies

Now the cookies will be tracked within software and the user's browser within settings that each user can change to their needs. This will do away with the litany of banner pop-ups that request consent for use of cookies on individual websites. This changes previous regulations which made each website request the ability to use cookies from each user.

- Unsolicited Marketing

The regulations now include any type of communications, including emails and text messages, to be consented to before being used. Marketers will not be able to send emails or text without prior permission from each email or mobile account holder.



VS

GDPR

- ePrivacy regulation was created to complement and particularise the GDPR, so the rules of the GDPR are always relevant and an overall part of the legislative aspects of the ePrivacy.
- The ePR is intended to “particularise and complement” the GDPR and also provides that “electronic communications” under the ePR will generally be considered personal data for GDPR purposes.

Enforcement and sanctions

The ePR mirrors the GDPR with the potential of up to the higher of EUR 10 million or 2% of global annual turnover or EUR 20 million or 4% of global annual turnover, depending on the breach. The supervisory authority in each EU Member State responsible for enforcing the GDPR, will also be responsible for ePR enforcement.



Questions & Answers

Where do you get your DPO from?

How do you interpret the audit trail request?

How do you deal with federated access for minors?

Can we post information about employees on the web?

How to use mailing lists lawfully?



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Thank you

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