

1. What is GDPR about?

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- Enforceable from the 25th May 2018, GDPR is a new EU regulation which has been designed to update the existing Data Protection Directive.
- GDPR is a regulation which applies to the gathering, use, storing, securing and sharing of personal data across all EU member states and as such must be followed much more rigidly.

What is different about GDPR and previous Data Protection acts?

- GDPR makes it clear that Personal Data is owned by the person and not by a company.
- There is now a greater onus and responsibility on all organisations to tell people why they are gathering their personal data, how that data is being used, how it will be kept and secured, how it will be shared and how it can and will be changed and deleted.

What is Personal Data?

- Personal Data is any information that allows us identify a person (a 'data subject') either directly or indirectly such as a name, an I.D. number, image, address or location data, an online identifier such as email or genetic, cultural, physiological, social information about a person.
- You may not be able to identify somebody by a name alone but combine that name with an address or email, phone number, photo or company and that person can be identified. Therefore, it is mostly a combination of 2 or more pieces of personal data that requires companies to have greater levels of integrity and security.
- Remember personal data belongs to the individual, not the company..

What is Sensitive or Special Category Personal Data?

- Sensitive Personal Data relates to:
 - the racial or ethnic origin, the political opinions or the religious or philosophical beliefs of the person (data subject)
 - whether the data subject is a member of a trade union
 - the physical or mental health or condition or sexual life of the data subject
 - the commission or alleged commission of any offence by the data subject or;
 - any proceedings for an offence committed or alleged to have been committed by the data subject, the disposal of such proceedings or the sentence of any court in such proceedings

Who are Data Subjects, Controllers and Processors?

- **Data Subjects** are the individuals whose data is the subject of protection and regulation, i.e. the person.
- **Data Controllers** are the entity or company who gather a subject's personal data in the first place and to whom the subject gave their consent or has the relationship. They control the data on behalf of the subject and are responsible for what happens to that data (data journey). For instance, Fáilte Ireland are data controllers of all the trade and buyer data acquired and held on the company CRM database.
- **Data Processors** handle or process the data in some way on behalf of the data controller. They are usually external service providers e.g. direct marketing companies.

Is GDPR about securing databases?

- 'General Data' is not just about databases. GDPR is about how companies handle Personal Data. Personal Data is often held in databases but personal data is also held in written records such as documents, letters, emails, CVs, contracts etc.

Does GDPR cover Children?

- Yes. GDPR governs any personal data relating to children (either directly or indirectly e.g. from parents).
- It means we have to be particularly careful when we use images of children e.g. family holiday shots or images of family festivals (the age of consent is 16 at the moment). We need explicit permission from the subject or their parent/guardian to use and keep these images.

What about other countries?

- GDPR governs the use of personal data across the Europe Union. It means that companies processing data in other non EU countries will have to have separate data processing agreement for each country.

What are the benefits of GDPR?

- GDPR will allow us to send our business customers and consumers more relevant emails based on what they've told us they want to hear about.