



CHECKLIST

# GPRD:

## Are you ready ?

# The GDPR is fast approaching... Are you ready ?

The European Union's General Data Protection Regulation (GDPR) is intended to harmonize legislation across the bloc for the protection of personal data. With the GDPR due to come into force on 24 May 2018, there is no time to waste. Failure to take the proper measures will result in heavy penalties.

## WHAT IMPACT WILL IT HAVE ON CUSTOMER RELATIONSHIPS ?

### DATA COLLECTION

Companies will now be required to provide their customers with precise information concerning the use of the collected data.

They will be required to request their customers' **unequivocal and informed consent** (by providing the conditions of use of their data)

Informed consent is a key principle of the GDPR. It will make it a requirement to always provide the customer with broad visibility of the company's intentions.

### HARVESTING THE VALUE OF DATA

If you intend to use your customers' personal data in your marketing campaigns, you will be required to request their prior authorization and **to give them the possibility of refusing.**

When sharing their data, your customers must be allowed to indicate whether or not they wish to be targeted in those marketing campaigns.

Customers must also be given the option of refusing to be profiled, i.e. having their data processed by an algorithm for marketing and commercial purposes.

### DATA MANAGEMENT

Companies will no longer be allowed to retain the data indefinitely. The retention period must be linked to a purpose. Furthermore, those responsible for processing customers' personal data will be required to keep detailed records of that activity.

The transfer of personal data to countries outside the EU **will be subject to verification.** Anonymization and encryption of the data will be mandatory when transferring the data to other companies. Lastly, access to the data must only be granted to **authorized personnel.** This protects not only the users, but also your databases!



## THE DEADLINE

You have until 24 May 2018 to bring yourself into compliance with the GDPR. From that date, the authorities will commence carrying out compliance audits. Any company found failing to comply with the GDPR may be subject to penalties of up to 4% of their worldwide turnover.

## TO DO LIST

- ✓ **Appoint a Data Protection Officer (DPO)** in charge of your data-processing compliance.
- ✓ **Keep a record of your data processing.**
- ✓ **Identify any sensitive data;** the GDPR makes encryption and anonymization of such data mandatory.
- ✓ **Guarantee your customers' rights:** the right to be forgotten, to data portability...
- ✓ **Write a code of best practices for your employees,** including the penalties incurred for failure to comply with the law.
- ✓ **Insert contractual clauses for your subcontractors** guaranteeing their compliance with the legal requirements concerning the entrusted data.
- ✓ **Prepare for the possibility of a data leak:** put escalation procedures in place that will be activated in the event of a personal data breach.

## TEST : READY FOR THE GDPR ?

Do you inform the Internet users visiting your website of their rights (*data erasure, portability, etc...*) ?

YES  NO  NO IDEA

In your forms, are the required fields indicated by an asterisk ?

YES  NO  I DON'T KNOW

Do Internet users consent to receiving cookies when they visit your website ?

YES  NO  I DON'T KNOW

Do you have a limited retention period for your collected data ?

YES  NO  NO IDEA

Do you keep the records of your data processing ?

YES  NO  I DON'T KNOW

In terms of confidentiality and security, do you process all your data in a similar manner ?

YES  NO  GOOD QUESTION !

With regard to e-mailing campaigns (*e.g. newsletters*), have you provided an opt-in mechanism ?

YES  NO  WHAT IS THAT ?

Have you appointed a person in charge of ensuring the compliance of your data processing ?

YES  NO  I AM NOT SURE

Do you transfer the collected data outside the EU (*to subsidiaries, partners, servers, etc.*) ?

YES  NO  I DON'T KNOW

Tally up your marks and go to the next page to find out whether or not you are ready for the GDPR!

## TEST : THE RESULTS

### You are GDPR ready !

If you have a majority of ▲

You seem to be on the right track... Congratulations! Did you answer yes to all the questions? If not, you still have a little way to go before being GDPR compliant. Once your practices are in line with EU regulatory requirements, **think about getting the value out of your investment**. You invested to bring yourself up to standard, but should also think about opening new channels and collecting as much data as possible. That is a key asset for optimizing your marketing strategies.

### You are not there yet.

If you have a majority of ❄️

You have some work to do to bring yourself into compliance with EU regulations. At least you seem to be aware of your situation and the key points you are missing. Do not waste any time! You have until **24 May 2018** to bring yourself in line with the GDPR recommended practices.

### You are a little bit lost.

If you have a majority of ●

“The GDPR? Never heard of it.” You seem to be unaware of the regulatory change and its consequences for you. You should know that you will need to put several procedures in place to bring yourself into compliance with the GDPR. And you should set about it without delay, because the authorities will be carrying out audits from 24 May 2018 and companies failing to comply could face a fine of **up to 4% of their turnover**.



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