

# DEATH BY EMAIL RUN UP TO 25 MAY



## HOW MANY DID YOU READ?



"There's a gentleman here who wants to know why you've been ignoring his email messages."

### GDPR PERSONAL INFO

- Full Name:
  - General Data Protection Regulation
- Real Date of Birth:
  - 14 April 2016
- Royal Date of Birth:
  - 25 May 2018
- Regulation. Not a Directive.
  - Automatically binding in national laws.

#### PERSONAL DATA

- Any information about a person allowing them to be identified
  - direct: name, email address, IP address, cookies
  - indirect: physical, physiological, genetic, economic, cultural or social identities
  - data from individual's personal life or work life = personal data
  - meta data?

#### BUT WHY?

- Data Protection regulations needed updating for the modern world
- One set of data protection rules across the EU
- Individuals get better control of their personal data

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Household income: $100,000+

Age: 38-39 Wife window Likes: fashion Wife window Likes: fashion Wife window Likes: fashion Likes: online news

Likes: online news

Likes: online news

Likes: Asian cuisi

Young-achiever subcet: yt Dislikes: cars Likes: d

Likes: green living Fred Purchased house six years age Favorite celebrities: Pe

ZIP code: 10701 Prope Wi-fi warrior Age: 35-

Likes: business & financ

Sister is a la

Frequent purchaser: appare Recentiv traveled to Hous Job: medical professional Likes: parenting Vido

Spent $180 on intimate app. & undergarments on Oct. 10, 2010

Male Mother: Rosalind Burd Likes: hiking Household income: $150,000-$175,000

Previous address: 711 Wilcox Ave. Owns a smart phone Likes: retail ackBerry user
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### HOW?



https://www.itgovernance.eu/blog/en/the-gdpr-understanding-the-6-data-protection-principles

## STAY IN LINE OR ELSE...

- > €10 million or 2% global revenue
  - violation of record keeping, security, breach notifications

- > €20 million or 4% global revenue
  - violation of legal justification for processing (consent), data subjects rights, cross border data transfers

#### SUMMARY

- If you collect any personal data of an EU citizen, you need to comply. Applies globally.
- Data Subjects can ask for data
- There are penalties for non-compliance