

WHAT IS GDPR & HOW IT IMPACTS MARKETERS?



BY NARWHAL DATA PARTNERS

WHAT IS GDPR?



Are you confused by the European Union (EU) General Data Protection Regulation (GDPR)?

Wondering how GDPR affects your marketing?

GDPR has been implemented in all local privacy laws across the entire European Union and European Economic Area and the citizens their now have greater control over their personal data and assurances that their information is being firmly protected across Europe.

According to the GDPR directive, personal data is any information associated with someone like a name, a photo, an email address, bank details, updates on social networking websites, location details, medical information, or a computer IP address.

WHAT DOES THE GDPR EXIST?

The short answer to that question is public concern over privacy. Europe generally had more demanding rules around how firms use the non-public information of its citizens. The GDPR replaces the EU's Data Protection Directive, which came into effect in 1995. This was well before the internet became the online business hub these days.

An alarming statistic for companies that deal with consumer data is the 62 percent of the respondents say they would blame the company for their lost data in the event of a breach, not the hacker. Lack of trust in how companies treat their personal information has led some consumers to take their own countermeasures. The respondents also said that they intentionally falsify data when signing up for services online.



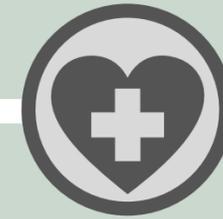
WHAT TYPES OF PRIVACY DATA DOES THE GDPR PROTECT?



Basic identity information such as name, address and ID numbers



Biometric data



Health and genetic data



Web data such as location, IP address, cookie data and RFID tags



Racial or ethnic data



Political opinions



Sexual orientation

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THE BUSINESS IMPLICATIONS OF GDPR



This new data protection regulation puts the consumer within the driver's seat, and therefore the task of complying with this regulation falls upon businesses and organizations. Otherwise, you're failing to comply.

All organizations and companies that work with personal data ought to appoint a data, a knowledge & an information protection officer or data controller who is answerable of GDPR compliance.

How serious is the EU taking GDPR?

Extremely seriously. Now, many people might think that the GDPR is just an IT issue, but that is the furthest from the truth. It has broad-sweeping implications for the whole company, as well as the way companies handle marketing and sales activities.

THE IMPACT OF GDPR ON CUSTOMER ENGAGEMENT

GDPR has changed a lot of things for companies such as the way your sales teams prospect or the way that marketing activities are managed.

Companies have had to review business processes, applications and forms to be compliant with double opt-in rules and email marketing best practices. In order to sign up for communication, prospects can get to fill out a form or tick a box and so ensure it absolutely was their actions in a further email.

In the B2B world, sales people meet potential customers at a trade show, they exchange business cards, and when they come back to the office, they add the contacts to the company's mailing list. In 2018, this is not possible anymore. Companies got to check out new ways in which of collecting client information.



PLUGINS TO HELP YOU MANAGE GDPR

If you're looking for tools to help you manage GDPR compliance, here are a few WordPress plugin options



SHARIFF WRAPPER

Prevents the automatic transmission of data via sharing plugins.



GDPR

All-in-one solution with options for consent management, privacy policy configurations, fulfilling data export requests, and more.



DELETE ME

Allows users to delete their own accounts and profiles.



WIDER GRAVITY FORMS STOP ENTRIES

Allows Gravity Forms users to stop sensitive information from being stored on their servers.



GDPR PERSONAL DATA REPORTS

Generates a personal data report for users invoking their Right of Access.

HOW DOES GDPR IMPACT NON-EU COMPANIES?

For many social media marketers, there are several questions about whether compliance is important for firms outside of the EU. However, non-EU companies must comply with GDPR if:

- 1) The company's activities relate to offering goods or services to EU citizens, regardless of whether payment is required.
- 2) They collect or process personal data of any EU resident.

This compliance is remitted for any EU resident, regardless of EU citizenship. Even an American citizen who's only temporarily located in the EU is protected by GDPR. Remember that a financial transaction isn't necessary for the GDPR to apply. Any non-EU-based business should comply with the GDPR if it collects or processes personal data.

All firms should get specific consent from the data subject, as well as non-EU firms. Simply being located outside of the EU doesn't relieve a company of compliance.



WHICH GDPR REQUIREMENTS WILL AFFECT MY COMPANY?

The GDPR requirements will force U.S. companies to change the method they process, store, and protect customers' personal data. Personal data should even be portable from one company to a different, and companies should erase personal data upon request. GDPR does not supersede any legal requirement that an organization maintain certain data which include HIPAA health record requirements.



Several requirements will directly affect security teams like companies must be able to provide a “reasonable” level of data protection and privacy to EU citizens. The companies should report data breaches to superior authorities and people plagued by a breach inside 72 hours of when the breach was detected. Another requirement, performing impact assessments, is intended to help mitigate the risk of breaches by distinctive vulnerabilities and the way to handle them.

WHAT HAPPENS IF MY COMPANY IS NOT IN COMPLIANCE WITH THE GDPR?

Organizations can be fined up to

4%
of global
turnover



20
Million
€

The GDPR allows for steep penalties of up to €20 million or 4 percent of global annual turnover, whichever is higher, for non-compliance. However, regulators issued only 91 fines, the highest one for €50 million on Google for processing personal information without obtaining proper permissions. The smaller-than-expected number of fines has not fully answered the question of how penalties will be assessed. Regulators have admitted that they do not have the resources to handle the amount of reported breaches they've received, so it will take time for identifiable precedents to be established. For now, the ability to show a good-faith effort to comply ought to shield companies from harsh penalties.

WHAT DO YOU THINK? WHAT STEPS HAVE YOU TAKEN TO MAKE YOUR BUSINESS GDPR-COMPLIANT?



Data is a valuable currency in this new world.

And while GDPR does create challenges and pain for us as businesses, it also creates opportunity. Even if you're a non-EU company, GDPR is likely going to impact your social media marketing business; however, by following a few simple steps, you can ensure your compliance.

Companies who show they value an individual's privacy (beyond mere legal compliance), who are transparent about how the data is used, who design and implement new and improved ways of managing customer data throughout its life cycle build deeper trust and retain more loyal customers.

**LET'S GET
GDPR
COMPLIANCE
BEFORE WE ARE
PENALISED!**



If you haven't already started your journey to compliance, we urge you to start now.

Dedicate time to understand what you need to do in order to become compliant and use the practical tips shared in this article to help you get started. Then, create a plan of action for your journey to GDPR so you can ensure you and your business are complaint sooner, rather than later.

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GET IN TOUCH :

+ 1-302-803-5207

sales@narwhaldatapartners.com