



# GDPR: The EU Regulation That IS Changing Data Privacy, Globally!

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# Are you ready?

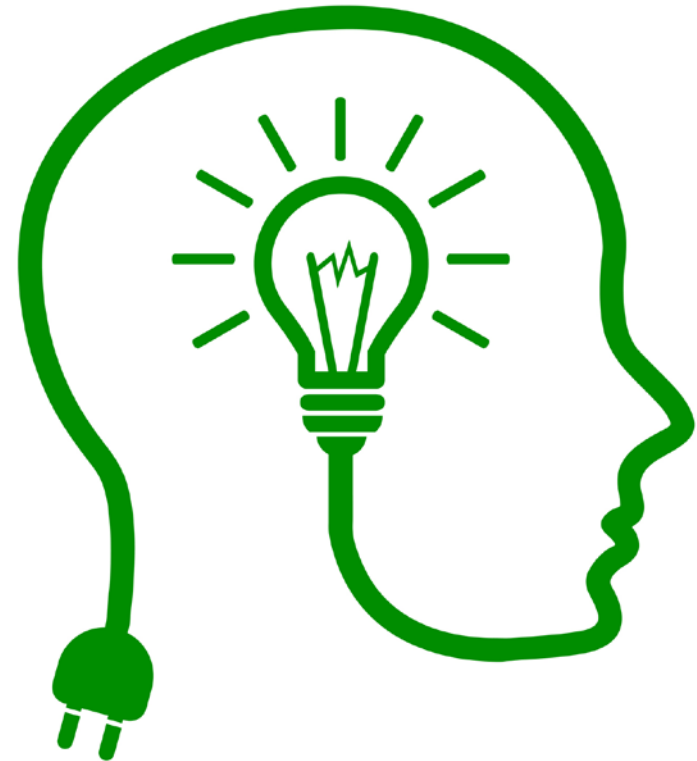
**WISHING THE RIGHT TO BE FORGOTTEN COULD BE APPLIED**



**WHEN MY BOSS ASKS ME TO START PLANNING FOR GDPR**

# Key Takeaways

1. Why data privacy and compliance should be on top of every company's agenda
2. Who is impacted by GDPR and what measures you should have in place
3. Privacy challenges on the horizon for merchants



# What is GDPR?

- General Data Protection Regulation is a new EU regulation that protects and restricts the Personal Data of customers in the EU
- GDPR formally came into effect on May 25, 2018 (formally adopted in April 2016);
- In order to comply with GDPR, for all consumer data:
  - You must have a legal basis for processing data (i.e. consent, legitimate interest, contract etc.)
  - Adequate security controls must be in place to protect personal data
  - Data Processing activities must start with “privacy by design and default”
- Penalties include 2% of global revenue or 20 million euros, whichever is greater

# Individual Rights

GDPR is the EU's way of giving individuals, prospects, customers, contractors and employees more power over their data and less power to organizations that collect such data for monetary gain

- ✓ The right to access their personal data
- ✓ The right to be forgotten
- ✓ The right to data portability
- ✓ The right to be informed
- ✓ The right to have information corrected
- ✓ The right to restrict processing
- ✓ The right to object
- ✓ The right to be notified



# Who this impacts

- Anyone that collects personal data or behavioral information from someone **in** the EU is subject to GDPR
- All organizations and companies established in the EU
- All businesses that offer goods and/or services to consumers in the EU
- How it will impact your business:
  - The way your sales team prospects
  - How marketing activities are managed (opt-in)
  - How you store data
  - Your contracts with vendors that handle data



# What measures to have in place

- Map your company's data
- Determine what data you **need** to retain
- Put security measures in place (compliance, policies, etc.)
- Review your privacy policy
- Establish procedure for handling personal data (controller vs. processor)



# Privacy Landscape

- How do you audit for GDPR
- US adoption of GDPR – California Consumer Privacy Act of 2018, effective January 2020
- Legal implications (class action lawsuits, agreements)
- Consumer consent





# Summary & Key Takeaways

1. GDPR challenges are impacting how businesses operate, globally
2. Anyone handling EU data is subject to consumer consent
3. Privacy landscape shows mass adoption which further complicates how merchants do business

# Thank you

Don't forget to submit your session evaluation!



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