



Data protection

Better rules for small business

Stronger rules on data protection from 25 May 2018 mean citizens have more control over their data and business benefits from a level playing field. One set of rules for all companies operating in the EU, wherever they are based. Find out what this means for your SME.

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What is personal data?



COLLECT STORE USE/RE-USE DATA?

You have to abide by the rules

Process data for other companies? This is for you too.

Why change the rules?

It's about trust...

A lack of trust in old data protection rules held back the digital economy and quite possibly your business.



of people feel they have complete control over the information they provide online

And helping business boom

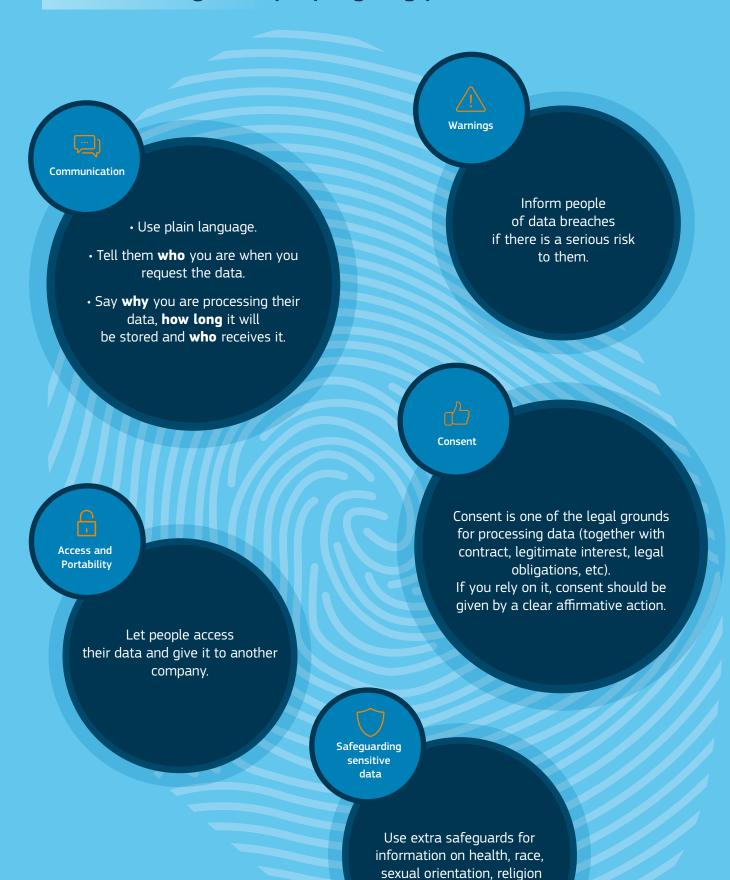


The new system keeps costs down and will help business grow

New rules should boost consumer confidence and in turn business.

What your company must do

Protect the rights of people giving you their data



and political beliefs.





Give people the 'right to be forgotten'. Erase their personal data if they ask, but only if it doesn't compromise freedom of expression or the ability to research.

Give people the right to opt out of direct marketing that uses their data.



Profiling

outside the EU

If you use profiling to process applications for legally-binding agreements like loans, you must: Inform your customers;

- · Make sure you have a person, not a machine, checking the process if the application ends in a refusal;
 - Offer the applicant the right to contest the decision.
 - Ensure an appropriate legal basis to carry out such profiling.

Check availability of transfer tool like model contract clauses when there is no adequacy decision for the country of destination.

Do data protection by design

Build data protection safeguards into your products and services from the earliest stages of development.



Processing data for another company?

Make sure you have a watertight contract listing the responsibilities of each party.

Check if you need a data protection officer

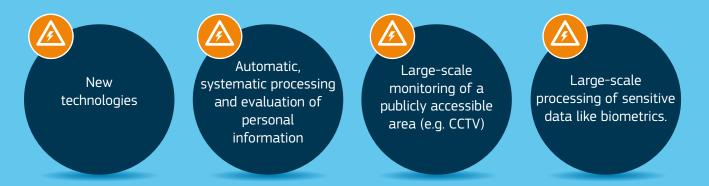
This is not always obligatory. It depends on the type and amount of data you collect, whether processing is your main business and if you do it on a large scale.





Anticipate with impact assessments

Impact assessments may be required for **HIGH-RISK** processing.



The cost of non-compliance

Your local Data Protection Authority monitors compliance; their work is coordinated at EU-level. The cost of falling foul of the rules can be high.



Need help?

Contact your National Data Protection Authority (DPA)

- Data Protection Authority in Ireland: http://www.dataprotection.ie/
- Data Protection Authority in Malta: http://www.dataprotection.gov.mt/
- Data Protection Authority in the United Kingdom: https://ico.org.uk/ Data Protection

Protect data, protect your business

More on the EU's data protection law

europa.eu/dataprotection

Contact Your Data Protection Authority

www.edpb.europa.eu

This document should not be considered as representative of the European Commission's official position and does not replace the legislation.