Preparing for GDPR

Paul Sypko and David Membrey

7 February 2018

adapta

CIM
The Chartered Institute of Marketing

Part 1: GDPR – An overview

adapta

Adapta Consulting

- A specialist information systems consultancy
- We only work with charities, membership organisations, associations, trusts and others in the NfP sector
- We are completely supplier-independent
- Our consultants have held senior positions in a broad range of different organisations
- Our advice and guidance is based on practical experience gained over many years

adapta

Some of the organisations our consultants have worked with…

Girlguiding UK

EQUIFAX®

Equifax Ltd
Customer Relations Team
PO Box 10036
Leicester
LE3 4FS

OD2074_1603706020<33745>_S16869-PK8435/1 35800
PAUL SYPKO
171
ASTON CLINTON ROAD
WESTON TURVILLE
AYLESBURY
HP22 5AD

18th November 2017

Your reference number **54772446729**

Your personal data has been accessed, please read this letter and take immediate action to protect yourself.

Dear Paul Sypko,

I'm sorry to let you know that some of your personal data has been accessed following a recent cyberattack against Equifax, a credit reference agency. A historic file from 2011 to 2016 created as part of a service used by our clients (e.g. financial services companies and mobile phone providers) to verify their customers included your:

- Name and date of birth
- Telephone number(s) ending in 2489

This could expose you to the risk of text or cold calling campaigns to attempt to defraud you or use of your details to enter into fraudulent contracts.

Data protection – a potted history

- Data Protection Act provides rules for organisations that collect and use personal information – applies to manual and electronic records, facts and opinion

DP Bill 2018

Will incorporate GDPR within national UK law

DPA 1984

DPA 1998

Will be replaced by GDPR

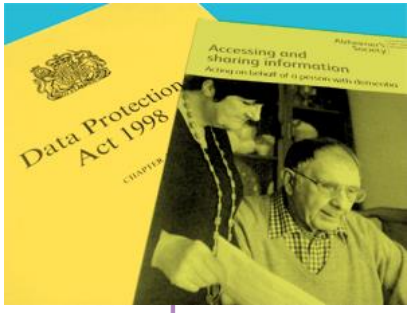
PECR 2003

Will be updated in time for GDPR

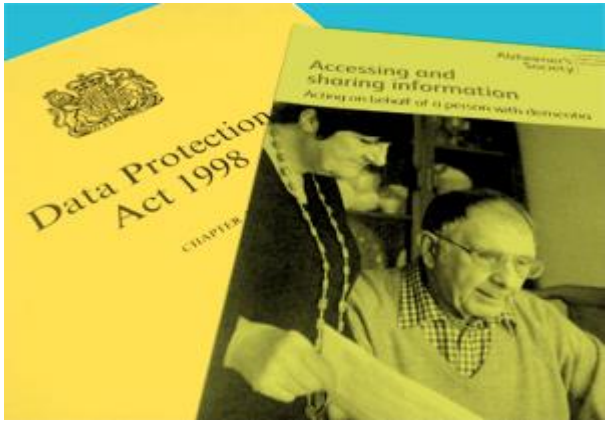
ePR 2018

GDPR 25 May 2018

Will apply regardless of Brexit



Complying with the Data Protection Act



When processing personal and sensitive personal data we have to comply with the 8 principles which are ……

1. Data must be collected lawfully and fairly
2. It must be used only for specified purposes
3. The quantity of data collected should be appropriate
4. The data should be accurate and up to date
5. It should be kept only as long as necessary
6. It should be processed in accordance with the rights of those it concerns
7. It should be kept securely
8. It should not be transferred out of the EEA unless it is to an area which has similar standards

adapta

Summary of relevant changes GDPR brings

Breaches
Increased fines
Civil and criminal liability
Reported within 72 hours

Consent
Valid
Recorded
Given freely
Parental
Retrospective
Recent

Governance & accountability
Data protection officer
Lawful basis for processing
Know your personal information
Keep records of processing activities
Privacy by design & DPIAs
Data processors

Users rights
To be informed
Subject access
Erasure/right to be forgotten
Data portability
Rectification

adapta

Part 2: Practical steps and opportunities for achieving compliance…

adapta

Practical steps for achieving GDPR compliance

Appoint a DPO / DP lead	Document your data handling processes	Develop a personal information register	Move to full channel specific opt-ins for DM communications
Raise awareness & provide training	Determine & document your lawful basis for processing	Revise & develop your data protection compliance policies, procedures	Issue & collect revised data processor agreements
Undertake a compliance review – process & systems	Determine & implement your consent strategy	Embed privacy by design & impact assessments	Develop & implement a plan for ongoing compliance

adapta

Questions & Answers

adapta

Thank you

This presentation will be available to download from the Adapta website
www.adaptaconsulting.co.uk

adapta

hello@adaptaconsulting.co.uk
www.adaptaconsulting.co.uk

Adapta Consulting, 5 St John's Lane, London, EC1M 4BH
020 7250 4788