GDPR – from ‘Compliance Nightmare’ to Competitive Advantage

GDPR – New Kind of Superhero Required

Privacy 1:0 – The Cookie Monster

Audit, Transparency & Learning

GDPR – ‘The Marathon’

- Europe-Wide – Unified
- Big Fines, Bigger Brand Fallout
- Data Breaches – 72hrs to comply
- Data Privacy & DPO’s – An Inside Job

- A Journey with No Destination – Beware FUD-Mongers & ‘Experts’

Consent & Processing

What Is Consent Under GDPR?

- “Any freely given, specific, informed and unambiguous indication of his/her wishes, by which the data subject, either by statement or clear affirmative action, signifies agreement to personal data related to them being processed”

- “Affirmative Action”
- “Freely Given”
- “Specific & Informed”

Consent is **contextual**, not absolute

Withdrawing Consent & Data Portability

Article 30 – Data Hoards & Record Keeping

Article 30 – What you need to Know & Show

- Name & Contact details of Controller
- Purpose of the processing
- Description of categories of data subjects and data
- Recipients to whom data will be disclosed including 3rd parties
- Transfers of personal data to another country
- Time Limits – ‘shelf life’ for retention of data
- Security around how data is held

Transparency: Informed Choice = Best Sense

Wetherspoons Pubs Email - high Risk vs Return?

---------- Forwarded message ----------
From: **JD Wetherspoon** <email@emails.jdwetherspoon.com>
Date: Thu, Jun 22, 2017 at 11:19 AM
Subject: Changes to monthly newsletter
To:

Dear Customer

I'm writing to inform you that we will no longer be sending our monthly customer newsletters by e-mail.

Many companies use e-mail to promote themselves, but we don't want to take this approach – which many consider intrusive.

Our database of customers' e-mail addresses, including yours, will be securely deleted.

In future, rather than e-mailing our newsletters, we will continue to release news stories on our website: jdwetherspoon.com

You can also keep up to date by following our Facebook and Twitter pages, using the links below.

Thank you for your custom – and we hope to see you soon in a Wetherspoon pub.

Many thanks

John Hutson

Chief Executive

‘Privacy Mindfulness’ – App Reminders

Keep Learning…

- Train & get staff onboard
- Bake into brand values, educate customers
- Admit vulnerability – we're human!
- Don't overlook offline
- The Weakest Link – tough questions for suppliers
- Speak with competitors

Enjoy Data Responsibly

- Thanks!

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