



## EU Data Protection –

# Accept the challenge and use your chances

With the EU General Data Protection Regulation (EU GDPR) the future in European Data Privacy has started. After the two-year transitional period the EU GDPR will apply directly in all EU Member States on May 25, 2018.

Therefore it is about time to “get ready for May 2018”!

But what are the challenges and chances for your current and future business?

# The EU GDPR comes with new challenges and open questions. These are the highlights.

## NEW Accountability

Obligation to prove compliance

Highlight #1	Highlight #2	Highlight #3	Highlight #4	Highlight #5
<b>Territorial Scope</b>	<b>Privacy by Design &amp; by Default</b>	<b>Standards &amp; Certification</b>	<b>Data Transfer</b>	<b>Privacy Impact Assessment</b>
<p>EU GDPR applies, if personal data <b>is processed</b> in the context of the activities of an establishment, located in the EU (<b>subsidiary principle</b>).</p> <p><b>NEW</b> EU GDPR also applies, if goods or services are <b>offered within the EU</b> or the behavior of natural persons within the EU <b>is monitored (market place principle)</b>.</p>	<p><b>NEW</b> Principles of privacy shall already be considered during the implementation of technical processes (<b>Privacy by Design</b>).</p> <p><b>NEW</b> Per default, IT systems and applications shall only process data which are necessary for the specific purpose (<b>Privacy by Default</b>).</p>	<p><b>NEW</b> Compliance shall be proved by <b>privacy certification, privacy seals, marks of conformity, approved codes of conduct and standard contractual clauses</b>.</p>	<p><b>NEW Intra-group data transfer</b> based on legitimate interest,</p> <p><b>Data transfer to third countries</b>, e.g. based on an adequacy decision by the EU, binding corporate rules, standard clauses, certification,</p> <p><b>Commissioned data processing</b>.</p>	<p><b>NEW</b> Obligation to specify appropriate privacy safeguards by listing processed data, and evaluating the necessity to process the data as well as the risks for the data subject (<b>privacy impact assessment</b>),</p> <p>Applies, if nature, scope, context or purpose of data processing may lead to a significant damage (<b>high risk</b>).</p>

**NEW Increased penalties** up to EUR 20 million or 4 % of the global annual turnover

## Accept the challenge to discover your chances!



### Challenges

- Inconsistent and complex data management reduces the ability to comply with the EU GDPR.
- Control and monitor your risks, prove and maintain compliance with the EU GDPR.
- Find the balance between compliance and business strategy.

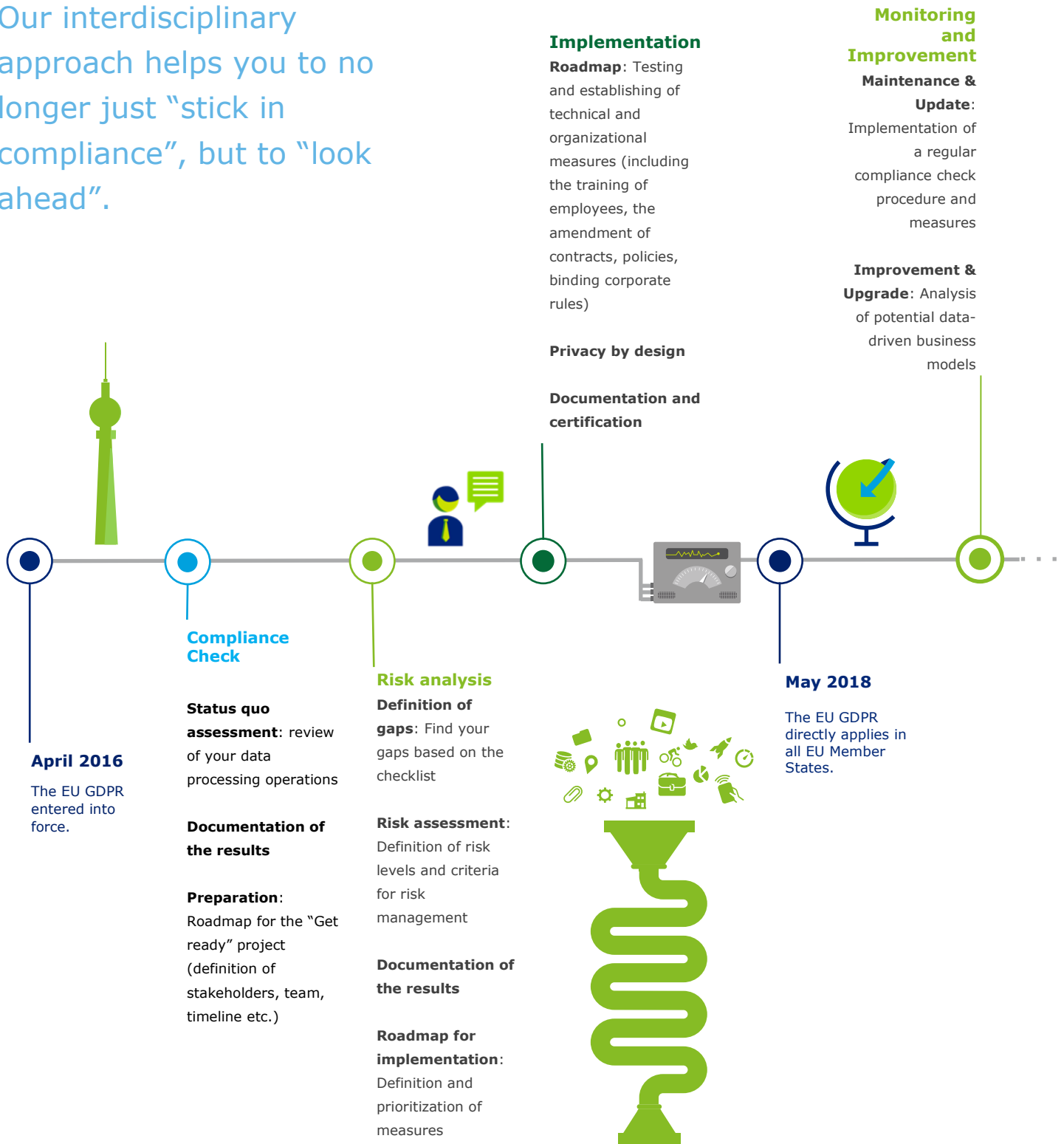


### Chances

- Improve your data management to lower your risks and optimize your quality and use of data.
- Establish privacy by design principles and control your risks by implementing standards and certifications.
- Implement a combined strategy (privacy – security – risk).

# EU GDPR – Our approach

Our interdisciplinary approach helps you to no longer just “stick in compliance”, but to “look ahead”.



Our EU GDPR Checklist – Are you ready for May 2018?



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"IN THE MIDDLE OF DIFFICULTY LIES  
OPPORTUNITY."

ALBERT EINSTEIN