

## ARE YOU READY FOR

# GDPR?

ARE YOU AWARE OF THE GENERAL DATA PROTECTION REGULATION (GDPR)?  
MORE IMPORTANTLY, ARE YOU COMPLIANT?



### What is the GDPR?

The GDPR is a new piece of legislation by the European Union (EU), that will begin on May 25th of this year. In short, it is a comprehensive regulation meant to protect the privacy rights of all European residents and to ensure a user's right to understand and control how their personal data is used.

### Who Does the GDPR Affect - Who Must Comply?

The GDPR will affect all companies and organizations, worldwide, that offer goods or services (even if they're free), markets to, or collects, processes or maintains personal information/data on any European Union residents (business contacts included), regardless of the organization's home country. In addition to major international businesses, this will/may include:

- Membership organizations like the IFEA and our alliance partners;
- Festivals and events who sell tickets to, merchandise to, market to, and/or salute and pay tribute to international countries (thus communicating with/marketing to/storing data on potential EU residents and others)
- Industry vendors and suppliers who "offer goods and services to," store data, and/or monitor the activities of individuals located in the EU.

In addition to your organization being compliant, the regulation

also includes assuring that any businesses, data hosts, web providers, sponsors, et al., that may handle/process/use your data, that contains information on any resident within the EU, are fully compliant as well.

### What is the Risk of Non-Compliance?

The GDPR mandates documented compliance. Penalties for non-compliance can be up to €10 million or 4 percent of global revenues, whichever is higher.

### What Constitutes Compliance?

Although there are many steps involved in becoming compliant, a brief look at what constitutes compliance includes:

- Individuals (from the EU) must provide explicit (opt-in vs. opt-out) consent before they can be marketed to.
- Organizations must have a clear privacy notice, stating what data you are collecting (of those individuals from the EU) as well as how long you are keeping the data and with whom you share it.
- Individuals must be able to get access to, free of charge, any data your organization has on them.
- Individuals must have the right to have their data permanently deleted, if requested.

The above is not a complete list and we recommend that you do further research to learn how/if you may be affected, and what it takes to become fully compliant.

### Where Can You Find More Information?

To give you an overview of this legislation, the three guides below put things in an understandable language,

suggesting considerations for a Readiness Checklist by all organizations.



### What are Your First Steps?

For those of you who think you may be impacted, we suggest that you:

- Read through the linked materials above.
- Meet with your internal staff who deal with or control your data management/usage.
- Begin now to ensure that your organization is compliant with this new regulation.
- Talk with your website company, data host/storage providers and other vendors who may also be impacted and ask them to provide you with more details about how they are complying with the new GDPR regulations.

**Note:** For those who work with IFEA Association Endorsed Partner, Saffire, they are already ahead of the curve and will be reaching out to their clients in the near future.

While none of us ever needs more work added to our desks, we believe that awareness and preparation is better than surprise, and we wanted you all to have as much time as possible to address this changing obligation, before its implementation.