

GDPR Update

Why does privacy matter?



What is the GDPR?

- The General Data Protection Regulation (GDPR) (Regulation EU-2016/679) is a regulation by which the European Parliament, the Council of the European Union, and the European Commission intend to strengthen and unify data protection for all EU citizens and individuals within the European Union (EU).
- The GDPR's primary aim is to give control back to citizens and residents over their personal data. Because of its extraterritorial aspects, international businesses will be impacted by the regulation.
- Goes into effect on May 25, 2018



Who does the GDPR apply to?

- The GDPR applies to organizations established in the EU and to organizations, whether or not established in the EU, that process the personal data of EU individuals.
 - IEEE meets these qualifications and is subject to the GDPR.
- The GDPR protects the personal data of individuals. Examples of personal data include:
 - Name
 - Photo
 - Email address
 - IP Address



What are Some of the Key Changes?

- **Right to be Forgotten:** Individuals may require data controller to erase their personal information from databases.
- **Right to Access/Data Portability:** If asked, Data Controller must provide a copy of personal data in a commonly used and machine readable electronic format.
- **Breach Notification:** Organizations are now required to report data breaches to regulatory authorities within 72 hours of first becoming aware of the breach.
- **Privacy and Data Considerations:** Organizations must design systems with privacy in mind from the outset (“Privacy by Design”). Organizations also should only process the data necessary for the completion of their duties, as well as limit access to only those needing this information.

What Does Consent Mean?

- **Consent must be opt-in**, implied consent/opt-out is no longer viable
- Consent to use personal data must be “freely given, specific, informed, and unambiguous”
- Organizations must request consent in an intelligible and easily accessible form; legalese terms and conditions will not be acceptable
- If personal data will be shared with third parties this must be disclosed to gain effective consent
- Consent must be as easy to withdraw as it is to give



Why is Compliance Important?

- Some aspects of the regulation are still being refined, but what's clear now is that the fines for non-compliance are substantial
- Organizations can be fined up to 4% of annual global turnover for breaching the GDPR or €20 Million, whichever is higher. This is the maximum fine that can be imposed for the most serious infringements e.g., deliberate violations, not having sufficient customer consent to process data, or violating the core of Privacy by Design concepts
- Regulatory agencies may also be permitted to enforce other penalties such as deletion of personal data and placing limitations on interactions with citizens of EU member states

What is IEEE Doing?

- IEEE has been carefully reviewing its policies and business processes that involve personal data
- A cross-organizational task force is working to ensure uniformity in how volunteers, members, and professional staff worldwide collect and use personal data.
- Developing a global communications plan that will use newsletters, emails, ieee.org, etc. to keep you apprised of any changes in policies and processes as well as the new resources and tools you will have access to
- Updating compliance training courses



What is IEEE Doing? (continued)

- Existing service agreements will be evaluated to ensure inclusion of GDPR-related terms and conditions
- Key business platforms and applications such as conference registration systems, websites, peer review tools, marketing and customer management systems are being evaluated
- Developing an understanding of future implications for business going forward
- Moving towards centralized applications and services
- Improving consent and opt-out capabilities and record keeping



What Does This Mean to You?

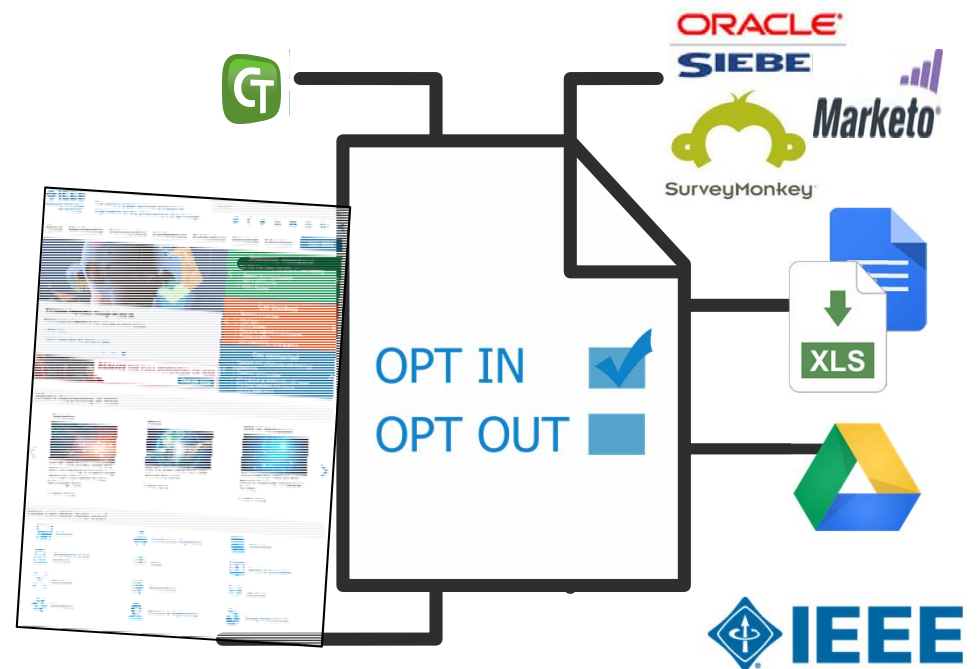
- **For our IEEE Volunteers:**
- We value your contributions and care about making sure you are able to perform your role in a compliant manner.
- Current processes of collecting personal data and emailing on behalf of IEEE will change. This may include deletion of data currently in your possession.
- We will provide you with new tools and/or processes for compliance.
- We will communicate with you regarding training and education shortly. We respect your time and will try to make these communications as efficient and informative as possible.



What Does This Mean to You?

- The following are the key areas that will be addressed:

- ✓ IEEE systems and applications
- ✓ Non-IEEE systems and applications
- ✓ Home grown tools for communication
- ✓ Places where data resides such as access databases, Excel spreadsheets, Google Drive, etc.



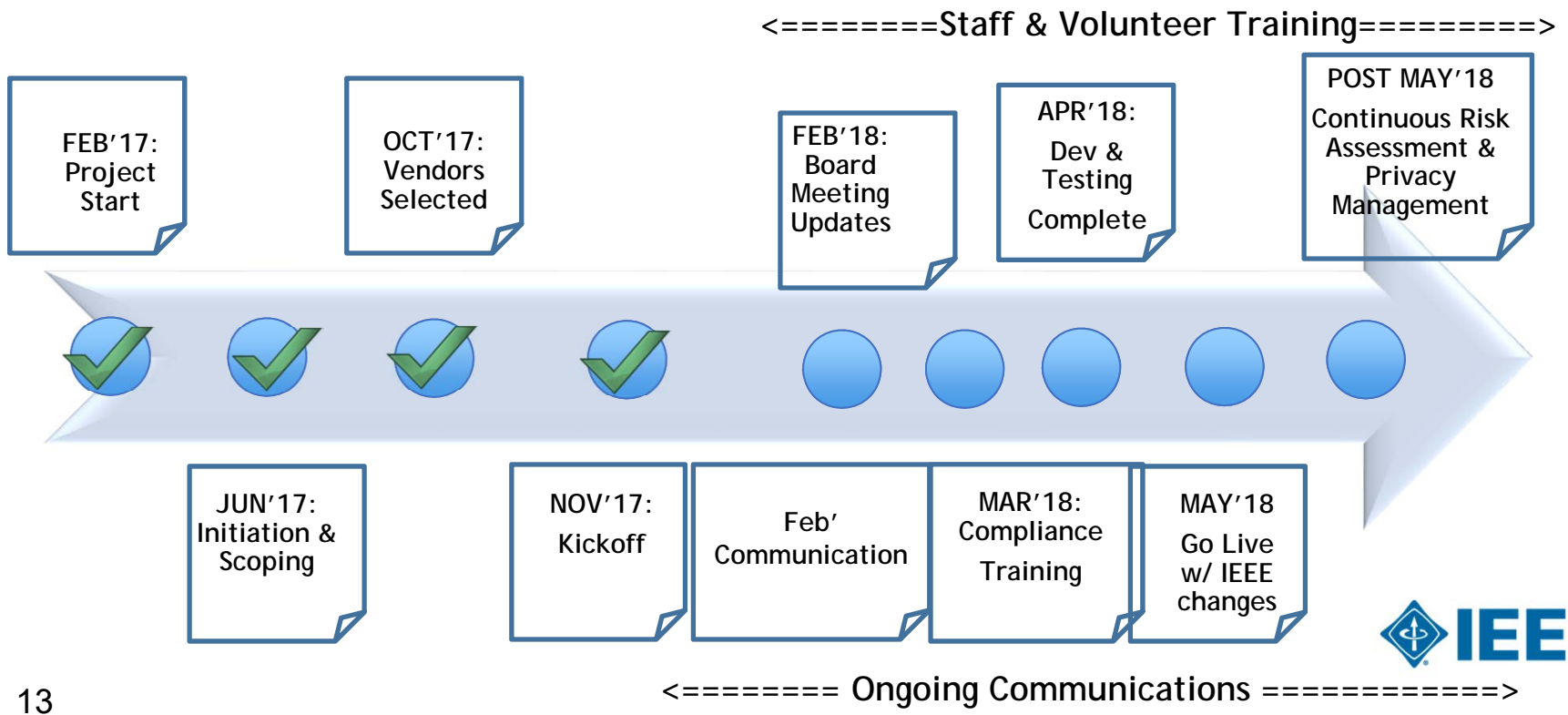
What Does It Mean to You?

- **For our IEEE Members we respect your privacy**
- IEEE's goal is to balance our legal obligations under the GDPR with our desire to continue to provide our members with IEEE updates, information on new products and services, and opportunities.
- You will be asked to update your communication preferences and to provide consent that will allow IEEE to continue to communicate with you.
- The steps needed to ensure total compliance are still being developed. Additional information will be made available to you through current communications vehicles such as ieee.org



Timeline

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Thank you

