

EU Data Protection Reform:

better data protection rights for European citizens

250 million people are now using the internet every day in Europe. We're sharing more and more of our personal data – whether through online banking, shopping, social media or electronic tax returns.

Your right to protect your personal data is something which must be safeguarded. There are numerous potential risks, such as unauthorised disclosure, identity theft or online abuse, to name a few. Protection of personal data is a fundamental right for everyone in the EU.

The new data protection rules will kick in on 25 May 2018 and will give you more control over your personal data and improve your security both online and offline.

What is personal data?

It is any information that relates to an identified or identifiable living individual. For example: name, surname, home address, e-mail address, location data.

(More information: Art. 4 (1) of the Regulation)

YOUR NEW RIGHTS:



> **A right to receive clear and understandable information** about who is processing your data, what data they are processing and why they are processing it.

(Art. 12-14 of the Regulation)

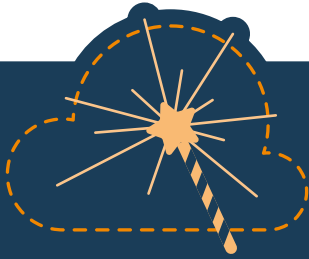
> **A right to request access to the personal data** an organisation has about you.

(Art. 15 of the Regulation)



> **A right to request one service provider to transmit your personal data** to another service provider, e.g. when switching from one to another internet social network, or switching to another cloud provider.

(Art. 20 of the Regulation)



> **A right 'to be forgotten'**. You will be able to ask to delete your personal data if you no longer want it to be processed, and there is no legitimate reason for a company to keep it. For example, when you type your name into an online search engine, and the results include links to an old newspaper article about the debt you long paid, you will be able to ask the search engine to delete the links.

(Art. 17 of the Regulation)



> In cases when companies need your **consent** to process your data, they will have to ask you for it and clearly indicate what use will be made of your personal data. Your consent must be an unambiguous indication of your wishes and be provided by an affirmative action by you. So, the companies won't be able to hide behind long legalistic terms and conditions that you never read.

(Art. 4 (11) and 7 of the Regulation)



> If your **data is lost or stolen**, and if this data breach could harm you, the company causing the data breach will have to inform you (and the relevant data protection supervisory authority) without undue delay. If the company doesn't do this, it can be fined.

(Art. 33-34 of the Regulation)



> **Better protection of children online.** Children may be less aware of the risks and consequences of sharing data and are less aware of their rights. This is why any information addressed specifically to a child will need to be adapted to be easily accessible, using clear and plain language.

(Art. 8 of the Regulation)

FOR MORE INFORMATION ABOUT YOUR RIGHTS UNDER THE NEW DATA PROTECTION RULES, YOU CAN CONSULT OUR WEB GUIDANCE:

europa.eu/dataprotection