



GDPR is here – are you ready?

Data is at the center of everything in today's digital era.



Volume of data is **growing** exponentially



Data is being used in **new** ways



Automated decision making is the new norm

Digital disruption is changing the landscape.



Privacy: a fundamental right.

Data privacy and improved security have become key social and business issues. The General Data Protection Regulation (GDPR) defines an important new step in data privacy and compliance, accompanied by appropriate security measures.



Why does the GDPR matter?

Imposes new rules on organizations in the European Union (EU) and those that offer goods and services to people in the EU, or that collect and analyze data tied to people in the EU, **no matter where the organizations are located.**

It's all about personal data, which can be found in many places.



- Customer databases
- Feedback forms filled out by customers
- Email content
- Photos
- CCTV footage
- Loyalty program records
- HR databases

The regulations include:

- Enhanced personal privacy rights** with more flexible controls for individuals to access and interact with their personal data.
- Increased duty for protecting data** including stricter guidelines for confidentiality and recordkeeping, and more transparent policies for data handling.
- Mandatory breach reporting** privacy personnel training, and the appointment of a Data Protection Officer (in larger organizations).
- Significant penalties** for non-compliance, including substantial fines that apply whether an organization has intentionally or inadvertently failed to comply.



How Microsoft approaches the GDPR



Assess and manage compliance risk

An on-going assessment of your compliance posture with actionable insights to improve your data protection capabilities.



Protect personal data

Data governance and protection of your sensitive data across devices, apps both on-premises and in the cloud.



Streamline processes

Built in audit-ready tools that help you collaborate between teams and manage your processes.

Microsoft 365 can help you secure your IT environment and achieve compliance.

Contact us to learn more about how we can help simplify the impact of the GDPR on your organization.