



## GENERAL DATA PROTECTION REGULATION –GDPR (EE 2016/679)

At the beginning of 2016, the European Parliament approved the **General Data Protection Regulation (GDPR)**.

The GDPR is a law for the protection of personal data, which shapes the new environment in which businesses that process personal data are required to operate and is **put into mandatory application by all EU member states. on 25 May 2018, repealing any contrary national regulation.**

The Regulation will replace European Directive 95/46/EC and aims to harmonize personal data protection laws across Europe and reshape the way businesses approach data privacy.

### WHO IT CONCERNS:

To anyone, in the territorial scope (Article 3, GDPR), processes personal data.  
In a few words: **THROUGHOUT THE PRIVATE & PUBLIC SECTOR.**

### Organizational challenges:

GDPR is not just a tool for managing and protecting privacy, but must become the culture of every organization.

### The benefits of compliance with the Regulation:

- 1) Building a relationship of trust
- 2) Avoidance of financial sanctions
- 3) Avoidance of credibility and commercial reputation sanctions
- 4)

### From a problem, maybe an opportunity?

- Improving the organization's image, compliance is a "tool" in the hands of Marketing
- Competitive advantage and taking on projects from large organizations
- Additional security for other information



**EUROPEAN INSPECTION AND CERTIFICATION COMPANY S.A**

- Strengthening the control mechanism within the organization