

# General Data Protection Regulation (GDPR)

## All you need to know

### What is **GDPR**?

The General Data Protection Regulation aims to protect consumer data and give businesses a simpler and legal environment to operate as it makes data protection law uniform.



### GDPR for business

GDPR applies to all businesses and organizations established in the European Union (EU), that collects and processes EU citizens' personal data regardless of whether the data processing takes place in the EU or not. Even non-EU established organizations is subject to GDPR.

DOES YOUR BUSINESS OFFER GOODS AND/ OR SERVICES TO CITIZENS IN THE EU?  
IF YES, THEN IT IS SUBJECT TO GDPR!

### Why should organizations care about **GDPR compliance**?

#### PENALTIES



<p><b>For severe breaches fines up to</b></p> <p>4% OF ANNUAL GLOBAL REVENUE <b>OR</b> 20 MILLION EUROS</p> <p>Whichever is greater</p>	<p><b>For less severe breaches up to</b></p> <p>2% OF ANNUAL GLOBAL REVENUE <b>OR</b> 10 MILLION EUROS</p> <p>Whichever is greater</p>
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#### COST-CUTTING



Data protection regulations will be the same throughout Europe. Organisations no longer need to consult local lawyers to ensure local compliance.

**DIRECT COST SAVINGS**

**LEGAL CERTAINTY**

### 5 phases to a successful GDPR compliance

