



MONCLARE
DATA PROTECTION
CONSULTANCY

MonClare

Data Protection Consultancy

Clare Copas “PCdp”

MonClare Data Protection Consultancy

- ❖ Data Protection Consultancy service for Small Business and Organisations
 - ❖ Training in Data Protection
 - ❖ Compliance Auditor

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**PRIVACY - THE GOLD RUSH OF
2020/2021!!!!**

**DROGHEDA & DISTRICT CHAMBER
7th JULY 2021**



THE QUEST FOR PERSONAL INFORMATION

- Covid 19 & Protocols
- Societal changes, (Stay at Home, Remote Working, Business Survival/Pivot),
- Seismic shift to e-Commerce & Digital platforms
- Cybercrime attacks increase by 450% in 2020
- Colonial Pipeline, HSE, Linked In, Co op (Sweden)

EU GDPR 3 YEARS ON!

- Consumer & Employee awareness
- Brexit
- Data transfer beyond European borders
- ePrivacy Regulation (October 2020)
- Website Sweeps (Privacy & Cookie Policies)
- Enforcement Action, fines increase 40%





ACCOUNTABILITY

Accountability – the cornerstone of GDPR!!!!

“The legal requirement for Data Controllers and Processors to demonstrate that all appropriate technical and operational measures have been put in place to meet GDPR compliance guidelines”

(Article 24)



ACCOUNTABILITY – WHAT YOU NEED TO DO

- Know your Data (Data Categorisation/flow)
- Identify your position: Data Controller/Processor
- Identify legal basis to process data i.e. **Consent**,
- **Contract, Legal Obligation**
- Is your website legal? (Privacy, Cookie Policy)
- Educate employees



ACCOUNTABILITY – WHAT YOU NEED TO DO

- Due Diligence – Vendor/Stakeholder supply chain. (Article 28 EU GDPR)
- Physical & Technical security controls?
- Identify all relevant policies and procedures to be implemented (**Privacy Management Program**)
- Review Privacy Management Program regularly



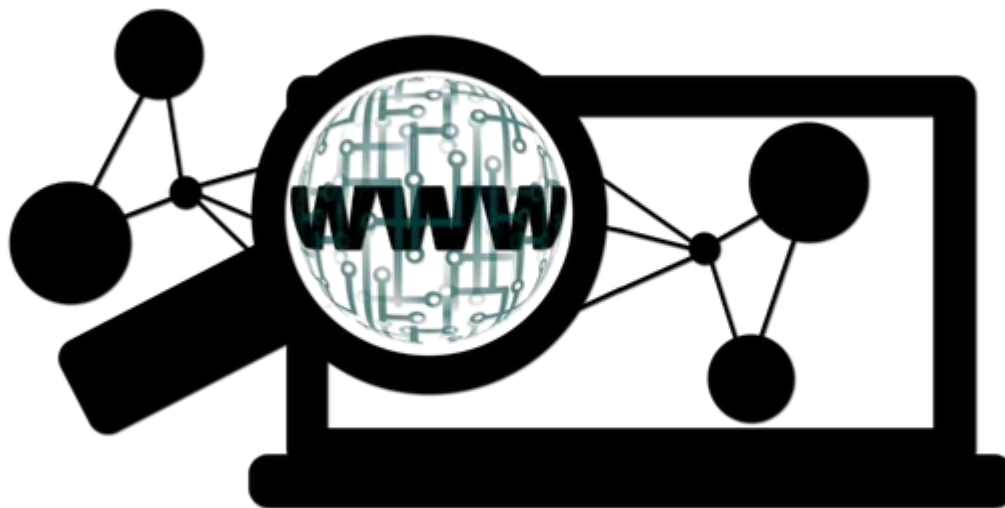
ACCOUNTABILITY – KEY CRITICAL POLICIES

- Privacy Policy (Your Digital Shop Window)
- Cookie Banner & Cookie Policy
- Internal Data Protection Policy
- Data Breach Policy
- Subject Access Request Policy
- CCTV Policy
- Data Controller – v Data Processor Contract





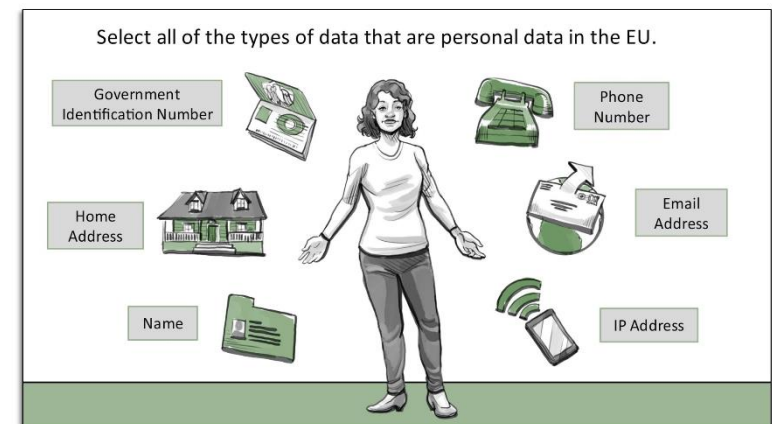
THE DATA DRIVEN WEBSITE





What data do you collect through your website

*Contact us, IP Address email address, name, phone no
Send an enquiry, name, email address,
Subscribe to our mailing list, newsletter, Competition, Survey,
Register for a course, consultation, ecommerce etc, vehicle
tracking, CCTV images...*



FAIRNESS, TRANSPARENCY & ACCOUNTABILITY





TRANSPARENCY



ePrivacy Regulation (Cookie Law)

- Governs the use of website Cookies and also Direct Marketing
- Legal requirement to obtain the consent of website visitors for the use of cookies
- Requirement for a transparent Cookie banner which links to a transparent Cookie Policy
- Website visitor cannot be forced to accept all Cookies
- Legislation equally as strict as EU GDPR and is all ready being enforced.



CONSEQUENCES OF NON COMPLIANT PRIVACY & COOKIE POLICIES

- It is a significant data breach.
- The website owner can potentially be fined up to 4% annual turnover
- Dec 2020, French Regulator fined Google €60,000,000, Amazon €40,000,000





SUMMARY

- EU GDPR Accountability = Legal Requirement.
- You have a legal obligation to ensure website meets EU GDPR requirements.
- Critical to educate employees regarding their responsibility
- It is illegal to process personal data without a legal basis
- Identify policies and procedures and implement EU GDPR Privacy Management Program
- Appoint Data Protection Officer



THANK YOU!

- ANY QUESTIONS????.
- Complimentary 30 minute EU GDPR ACCOUNTABILITY review to all members of Drogheda & District Chamber and guests. Offer open to 21/07/2021.
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