



Surviving a Post-GDPR World



#survivingGDPR

@Criteo





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Agenda



1

What You Need to Know

2

Putting It Into Practice

3

Your GDPR Checklist

What You Need to Know



Protect Personal Data



Explanation

What data
purposes
how it affe
online exp

Control

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Accept

Non-Sensitive

Racial or ethnic origin, political opinions, religious/philosophical beliefs, trade union membership, health

Policy

Easy access to a privacy policy and information on industry privacy standards or commitments

6 Legal Bases of Data Collection



The vital interest of
the individual



The public
interest



Contractual
necessity



Compliance with
legal obligations



Valid unambiguous
consent of the individual



Legitimate interest of
the data controller

The GDPR Checklist



1. Designate a Data Protection Officer (DPO)



Designation

- GDPR requires each company to designate a DPO

Processing

- The processing is carried out by a public authority or body, except for courts acting in judicial capacity

Monitoring

- The core activities of the controller or the processor require regular and systematic monitoring of data subjects on a large scale

2. Make Sure Your DPO is Ready to Collaborate



Compliance

- Make sure the DPO, legal, compliance, and IT teams have a clear understanding of data practices

Collaboration

- Ensure the DPO can work with all teams to ensure that your organization collects data in a collaborative manner

Education

- Make sure your employees are educated around the practices and expectations of GDPR

3. Provide Transparency & Control



Consent

- The information and consent language you provide to your customers should be as clear and transparent as possible

Website

- Your website should explicitly state what customers opt in and out of

Data

- Ensure your customers know what data is being shared and what types they are providing to you

4. Put Data Governance First



PIA

- Implement Privacy Impact Assessment (PIA) to assess the processing that might risk the rights of individuals

Clarification

- Explain how personal data is collected, used, and edited

Usage

- Allow EU citizens to review and reject data being used and keep a record of company data infrastructure

5. Monitor Employee & Contractor Access to Data



Authorization

- Establish strict employee authorization policies that limit access to data & ensure privacy

Updates

- Make sure you're continuously refreshing policies to reflect company needs & monitor for breaches

Transfers

- All data transfers, even to destinations outside the EU, must meet the same protection & governance conditions as organizations within the EU

Thank you

