



MAGNUSSON

# GENERAL DATA PROTECTION REGULATION IS YOUR BUSINESS SAFE?

Start now to be ready for 25 May 2018

## KEY RISKS



Do you want to damage your reputation?



Do you want to lose up to 4% of your income?



Do you want your business to be frozen by regulatory enforcement?

## WHAT IF THIS HAPPENS TO YOU?



If you have a data breach, you have to notify the authorities within 72 hours.

**Fail? You risk a fine of up to EUR 10 million.**



If you store your data on non-EEA servers, you also need to comply with GDPR.

**Fail? You risk a fine of up to EUR 20 million.**



If you process data on a large scale, you need to appoint a Data Protection Officer.

**Fail? You risk a fine of up to EUR 10 million.**

## GDPR FAST FACTS

### What?



The General Data Protection Regulation is a new EU regulation on data protection

### When?



GDPR is enforceable from 25 May 2018

### Who?



99% of businesses are affected regardless of sector and size of operations

## HOW CAN YOU BENEFIT FROM GDPR?



Prepare your business well for GDPR and turn it into your competitive advantage



Make your customers more aware of personal data processing



Enhance the value you create for your customers with a well-functioning processing of personal data

## YOUR CHECK LIST

Do you know whether you have to...

- appoint a Data Protection Officer?
- employ dedicated staff?
- provide special training to employees?
- apply additional safety measures?
- launch additional communication tools?
- take additional steps to assure the legality of the personal data you process?
- revise your current contracts?
- audit your data transfer to non-EEA states?



Protect your business with Magnusson's

## 3 STEP PLAN

1



Analysis of your current situation and assessment of risks

2



Preparation and implementation of solutions most relevant to your business

3



Periodic check-ups and necessary updates

Learn more:

**MAGNUSSON**

[www.magnussonlaw.com/service\\_area/data-protection](http://www.magnussonlaw.com/service_area/data-protection)

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