

GDPR

OVERVIEW & PURPOSE

The General Data Protection Regulation has seven fundamental principles that apply to the collection and processing of personal data.

These are not fuzzy guidelines - they are legal rules - so it's important to get to know them.

01 **LAWFULNESS AND TRANSPARENCY**

There has to be a legal reason or justification to gather data, and the “data subject” (the person whose data it is) needs to be informed about the processing of his or her data.

- What privacy notices are for

02 **SPECIFIC AND LIMITED PURPOSE**

Data must be collected for only “specified, explicit and legitimate purposes” - and for no other purpose.

- For example, data gathered for the specific purpose of completing a hotel reservation can't then be used for marketing (without customer consent)

03 DATA MINIMIZATION

Companies should collect only the data they need to fulfill a specified purpose. That's it - companies can't hold any irrelevant data.

- For example, with hotel reservation data, if the company doesn't need to know date of birth or gender - they shouldn't collect it.

04 ACCURACY

Personal data must be kept accurate and up to date. Companies must take *all reasonable steps* to ensure the personal data they hold is not incorrect, or could be misleading.

- For example, if a company has the incorrect address for a customer or user, they should correct it!

05 STORAGE LIMITATION

There's a time limitation - personal data can only be held for as long as is necessary for the purposes for which the personal data are processed. It must be deleted (or anonymized) if it's no longer required.

- Once the hotel no longer requires the data for the reservation - i.e. for tax reporting etc. - it should be deleted.



06 INTEGRITY & CONFIDENTIALITY

Data must be kept secure.

- For example, a company could encrypt the data to protect it from data breaches.

07 ACCOUNTABILITY

Companies are on the hook if they mess up 1 - 6 - it's up to companies to prove that they are in compliance and they have to keep good records that show how they've complied.

