

GDPR

WHO/WHERE DOES THE LAW APPLY TO?

If your business targets EU customers, there is a good chance you have to comply with the General Data Protection Regulation (GDPR)

“EUROPE” for GDPR PURPOSES MEANS:

- EU
- Norway
- Iceland
- Lichtenstein
- The United Kindgdom (under the UK GDPR)

WHO DOES THE LAW APPLY TO?

- 01 Any “**establishment**” in the EU, regardless of its legal form, that processes personal data.
 - An “establishment” is a “stable arrangement,” like an office, agency, or a branch.

- 02 Anyone offering goods or services to customers located in the EU (even if those services are free).
- 03 Anyone who “monitors the behavior” (**gathering data**) of people in Europe

APPLIES TO EUROPEAN TERRITORY, NOT PEOPLE

This means that companies offering goods or services online to people in Europe may be subject to the GDPR *even if they have no operations in Europe*.

- Just selling a product online that Europeans *might* buy, does not necessarily subject a company to the GDPR

GDPR APPLIES TO A LOT OF COMPANIES

It's critical that you understand your role in helping your company to comply with the GDPR.

So if you think the GDPR might apply to your organization, it's time to talk to legal counsel to start getting a plan in place to make sure you follow the law.