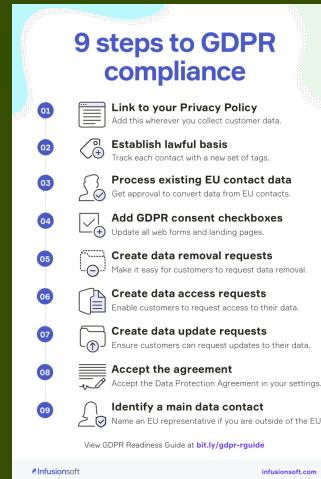
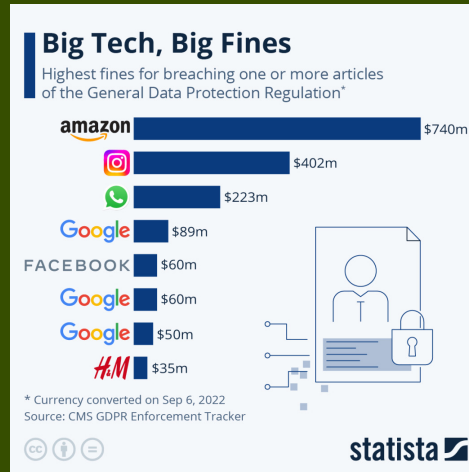


SAVING PRIVATE DATA: GDPR AND WHAT IT MEANS FOR DATA PROFESSIONS

MICHAEL OPIELA



WHAT IS GDPR?

What Data Does GDPR Protect?

- Online Profiles
- Genetic Data
- Trade Union Memberships
- Health Data
- IP Addresses
- Religious Convictions
- Political Opinions
- Racial and Ethnic Origins



- STANDS FOR GENERAL DATA PROTECTION REGULATION, AND WAS INTRODUCED BY THE EUROPEAN UNION, FINALLY TOOK EFFECT IN 2018

- WAS MEANT TO EXPAND REGULATORY PROTECTIONS FOR EU CITIZENS PERSONAL DATA TO PROTECT INDIVIDUALS PRIVACY, AND MITIGATE SECURITY CONCERNS WITH GROWING NUMBERS OF BUSINESSES AND OTHER ORGANIZATIONS MINING, STORAGE, AND USAGE OF VAST AMOUNTS OF PERSONAL DATA

- UPON IMPLEMENTATION, MANY PEOPLE WHO HADN'T REALIZED THAT THEIR DATA WAS BEING COLLECTED AND USED SUDDENLY WERE PROMPTED (AS A RESULT OF THE NEW GDPR) IF THEY CONSENTED TO THEIR DATA BEING COLLECTED AND USED, AND THAT DATA COULD ONLY BE COLLECTED AND USED FOR A SPECIFIC, OUTLINED PURPOSE TO REMAIN COMPLIANT

- THIS LED TO WIDESPREAD INTEREST IN THE TOPIC FOR A SHORT AMOUNT OF TIME, BUT PREDICTABLY DROPPED OFF SOON AFTER AS PEOPLE BECAME USED TO BEING ASKED FOR THEIR DATA BY DIFFERENT SOURCES, NOTABLY PROMPTS WHEN VISITING WEBSITES THAT ASK IF THEY CAN TRACK YOU WITH COOKIES



Checklist for GDPR Compliance

①

Awareness and Communication

Ensure your employees understand GDPR and communicate with service and staff about why you are collecting the data.



②

Analysis of Personal Data

Analyze a list of all sensitive data you store and process



③

Review Procedures

Have a suitable privacy policy in place and review it regularly



④

Access Rights

List what access rights should be granted and how changes should be handled



⑤

Customer Consent

Ensure your customers consent to you processing their data



⑥

Data Breaches

Implement a procedure for handling data breaches



⑦

Impact assessments

Carry out a data protection impact assessment



⑧

Data Protection Officers (DPO's)

Determine whether you need a Data Protection Officer (DPO)



WHY IS GDPR?

-AS PREVIOUSLY MENTIONED, GDPR WAS NOT MEANT ONLY TO INFORM USERS, BUT WAS MEANT TO INCREASE SECURITY AROUND PEOPLES' PERSONAL DATA, AND REQUIRED COMPANIES TO BE IN COMPLIANCE WITH THESE NEW MEASURES BY FOLLOWING A SERIES OF DIRECTIVES OUTLINED BY THE GDPR.

-AS DATA SCIENCE DEVELOPS AND EXPANDS ITS ROLES IN THE WORLD AND ITS ECONOMY WHILE MANY STILL HAVEN'T BEEN PROPERLY EDUCATED ABOUT ITS PROS AND CONS, THIS REGULATION WAS MEANT TO SERVE AS A SECURITY MEASURE AND SPEEDBUMP OVER WHICH GROUPS USING DATA MUST SLOW DOWN FOR IN ORDER TO MAKE THEM ADDRESS THE RISK TAKEN WITH OTHERS' DATA USED IN THEIR PROCESSES.

-IF ORGANIZATIONS WERE FOUND TO NOT BE IN COMPLIANCE WITH GDPR, THEY RISK "A FINE OF UP TO €20 MILLION, OR 4% OF THE FIRM'S WORLDWIDE ANNUAL REVENUE FROM THE PRECEDING FINANCIAL YEAR, WHICHEVER AMOUNT IS HIGHER." – ([HTTPS://GDPR.EU/FINES/](https://gdpr.eu/fines/))



CONCERNS WITH CURRENT FRAMEWORK

CURRENT EXAMPLE:

EARLIER THIS THIS FALL, AMAZON ENTERED INTO A MERGER AGREEMENT WITH IROBOT, A MOVE THAT SOUNDED THE ALARMS FOR OVER A DOZEN DATA SECURITY AND CIVIL RIGHTS ORGS, WITH CONCERNS THAT THIS MOVE WOULD LET AMAZON BOTH CORNER THE MARKET ON SMART HOME DEVICES. BUT ALSO, THIS WOULD GIVE THEM ACCESS TO A TREASURE TROVE OF CONSUMER DATA, SPECIFICALLY “ROOM LAYOUTS, THE NUMBER OF ROOMS IN A HOUSE AND FURNITURE PLACEMENT” AS WELL AS “THE SIZE OF YOUR ROOMS, THE THICKNESS OF YOUR CARPET..” AND SIMILAR GRANULAR DATA

SUMMARY OF CONCERNS:

- INTERRUPTS SAMPLING TECHNIQUES
- GIVES BUSINESSES EXCUSES TO LOOK FOR DATA IN OTHER AREAS, MIGHT BLOCK MORE MEANINGFUL SAFETY MEASURES IF “ANNOYING” CURRENT PROTECTIONS REVERSE PUBLIC OPINION ON THIS
- REDUCES PEOPLE WORRIED ABOUT PRIVACY TO PARANOID, AND MAKES THE NEXT GENERATION NOT CARE AS MUCH ABOUT THEIR PRIVACY UNTIL IT MIGHT BE TOO LATE TO PROTECT IT

SUGGESTIONS TO IMPROVE:

- EDUCATE PUBLIC MORE ABOUT DATA COLLECTION AND USAGE, INCLUDING WHAT IS MORE SAFE AND WHAT IS POTENTIALLY MORE HARMFUL
- A MORE COMPREHENSIVE FRAMEWORK
- EXPAND INTO A LARGER INTERNATIONAL NETWORK OF LAWS THAT ARE CONSISTENT IN PROTECTING PEOPLES’ DATA
- EXPAND PROTECTIONS TO AGAINST LAW ENFORCEMENT AS WELL TO PROTECT PERSONAL DATA, AS AMAZON’S OTHER PARTNERSHIP WITH RING AND NPSS HAS REVEALED POSSIBLE LOOPHOLES IN US VERSIONS OF GDPR



WHAT ABOUT US?

- GDPR HAS FORCED DATA-DRIVEN MARKETERS TO LOOK AT REDUCING THEIR RELIANCE ON WIDE SPREADS OF CONSUMER DATA (**HARVARD BUSINESS**)

- COMPANIES ARE CONTINUING TO SEE DATA PRIVACY REGULATIONS AS AN AREA OF CONCERN FOR BUSINESS'S DATA-FOCUSED FUTURE, BUT HAVE MADE PROGRESS WORKING WITHIN THEIR NEW LIMITATIONS WHILE PROTECTING THE PRIVACY OF CONSUMER AND THEIR TARGETED CUSTOMERS ALIKE (**MARKETING DATA'S FUTURE**)

- TO CREATE AN ACCURATE REPRESENTATION OF THE "BIG PICTURE", IT'S IMPORTANT TO HAVE DETAILED KNOWLEDGE OF BOTH WHAT YOU DO HAVE (DATA WE CAN COLLECT AND USE REGARDLESS OF GDPR) AND WHAT YOU DON'T (DATA PROTECTED FROM USE BY GDPR) TO MAKE THE CORRECT LEVEL OF ASSUMPTIONS WHEN BUILDING MARKETING CAMPAIGNS, OR ANALYZING A DATASET FOR A SPECIFIC PROMPT, OR EVERYTHING IN BETWEEN (LEARNED THIS CONCEPT FROM PROF. JAMIE STEPHENS)

THANKS! AND SOURCES

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- **HARVARD BUSINESS: WILL GDPR RUIN MARKETING? - [HTTPS://HBR.ORG/2018/05/HOW-GDPR-WILL-TRANSFORM-DIGITAL-MARKETING](https://hbr.org/2018/05/how-gdpr-will-transform-digital-marketing)**
- **WIKIPEDIA: GDPR - [HTTPS://EN.WIKIPEDIA.ORG/WIKI/GENERAL_DATA_PROTECTION_REGULATION](https://en.wikipedia.org/wiki/General_Data_Protection_Regulation)**
- **YOUTUBE: GDPR EXPLAINED - [HTTPS://WWW.YOUTUBE.COM/WATCH?V=ACIJNEERF-C](https://www.youtube.com/watch?v=ACIJNEERF-C)**
- **YOUTUBE: WHERE GDPR WENT WRONG - [HTTPS://WWW.YOUTUBE.COM/WATCH?V=v_WOWR4ACLK](https://www.youtube.com/watch?v=v_WOWR4ACLK)**
- **TECHTARGET: AMAZON DATA CONCERNS - [HTTPS://WWW.TECHTARGET.COM/SEARCHCIO/NEWS/252524792/AMAZONS-IROBOT-ACQUISITION-RAISES-CONCERNS](https://www.techtarget.com/searchcio/news/252524792/amazons-irobot-acquisition-raises-concerns)**
- **GDPR FROM THE SOURCES: EU - [HTTPS://GDPR.EU/FINES/](https://gdpr.eu/fines/)**
- **AMAZON X RING PARTNERSHIP WITHOUT USER PERMISSION: - [HTTPS://WWW.POLITICO.COM/NEWS/2022/07/13/AMAZON-GAVE-RING-VIDEOS-TO-POLICE-WITHOUT-OWNERS-PERMISSION-00045513](https://www.politico.com/news/2022/07/13/amazon-gave-ring-videos-to-police-without-owners-permission-00045513)**

