

GET GOING WITH YOUR GDPR PLAN

Are you ready? General Data Protection Regulation (GDPR) enforcement begins May 2018. Don't get derailed by last-minute planning efforts. Start making moves today to protect data against breaches and ensure data privacy—or face the threat of huge fines.

KNOW BEFORE YOU GO

What Does It Mean?

This new regulation will strengthen data protection for individuals within the European Union.

Who Does It Impact?¹

Organizations that fit either of the following criteria:



Conduct business in the EU



Process personal data originating in the EU

Organizations of any size in any country that process any personal data that originates in the EU are subject to the GDPR.

What Rules Require Data Protection Technology?

Pay close attention to these 5 articles buried deep in 88 pages of regulation text:



ARTICLE 25

Data protection by design and by default

Limit the amount of data managed and access to it, and enforce the limits.



ARTICLE 32

Security of processing

Implement data security measures and verify they work.



ARTICLE 33

Breach notification to regulator

Be prepared to detect breaches and report details within 72 hours.



ARTICLE 35

Data protection impact assessment

Inventory and classify your data; assign risk protection profiles.



ARTICLE 44

General principle for transfers

Prevent unauthorized data transfers outside member states.

PREP NOW OR PAY THE PRICE

Fines are determined by the nature and severity of the infringement.



Maximum fine of
€20M / ~\$22M
or **4%** of global annual turnover from the prior year²
(whichever is greater)

Failure to adhere to core principles of data processing, infringement of personal rights, or the transfer of personal data to other countries or international organizations that do not ensure an adequate level of data protection

ARTICLE: 44

Maximum fine of
€10M / ~\$11M
or **2%** of global annual turnover from the prior year²
(whichever is greater)

Failure to comply with technical and organizational requirements such as **impact assessments, breach communications,** and certifications

ARTICLES: 25, 32, 33, 35

If the threat of a massive fine is not enough, the aftermath of a data breach could also result in:



Loss of customer confidence



Decline in market share, as competitors capitalize on your misfortune



Negative press and/or non-compliance sanctions



If the GDPR had applied to their October 2015 data breach, TalkTalk's record-setting fine of £400,000 under current rules **could have reached £70m.**³

PLAN TO GO THE DISTANCE

Ready or not, regulatory change is coming. Keep your compliance plan on track with these 3 key milestones.

STAGE 1: 0-6 MONTHS

Map Out a Plan

Step 1

Inventory data repositories and personal data.

Step 2

Analyze data flow.

Step 3

Inventory current policies and procedures.

Step 4

Develop breach discovery, response, and notification processes.

STAGE 2: 6-12 MONTHS

Check Your Systems

Step 1

Perform inventory and gap analysis.

Step 2

Determine need for data protection officer (DPO); define role and responsibilities.

Step 3

Negotiate with your data processors.

Step 4

Evaluate need to transfer data to U.S. and third countries.

STAGE 3: 12-18 MONTHS

Drive Your Plan Forward

Step 1

Begin phased implementation of data security and compliance tech.

Step 2

Perform compliance audits and reporting.

Step 3

Roll out new policies and procedures plan.

Step 4

Test and train team; hire DPO if required.

Step 5

Verify and validate (receive optional certification).

GET THERE SAFELY WITH IMPERVA

Imperva's platform reduces overall information risk and helps with the data discovery process. We automate the time-consuming task of documenting personal data held in databases in 4 steps:



Locate all known and unknown databases.



Inventory all personal data.



Classify all personal data.



Deliver a comprehensive data discovery report.

The GDPR is a great step toward strengthening data security and privacy. But the deadline is closer than you think, so start planning today.

Find out how Imperva can assist your organization's transition at Imperva.com/go/gdpr

Sources

- "GDPR FAQs," 2017, eugdpr.org
- "Regulation (EU) 2016/679 of the European Parliament and of the Council," 2016, Official Journal of the European Union
- "TalkTalk could have faced £70m fine under GDPR," October 6, 2016, Decision Marketing

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