Unit 10 Summary Post

As discussed in the original article, AA Ireland Limited violated GDPR. They were called out by a customer, who had received advertising information despite explicitly saying he did not want to be contacted. As a result of this violation and another previous incident, they pleaded guilty. As a punishment, they received a sentence of Section 1(1) of the Probation of Offenders Act (Data Protection Commission, 2020).

AA Ireland Limited claimed that this incident was accidental and the result of human error. It was proposed that human error needs to be minimized as much as possible. Human error has been documented as one of the most common causes of data violations (ICO, 2020). It is also mentioned that regardless of the reason if it is human error or with purposeful intent, it is still a violation.

To reduce the chance for these errors several methods were proposed. The first and arguably most important method is the addition of better training. Along with training would be the addition of a data check that can be used to further prompt confirmation. There should be manual checks in place instead of automatic to limit accidents. Lastly, GDPR policies need to be open and available to anyone with questions.

Other contributors also proposed other great solutions. One such proposal was the implementation of a Customer Relations Manager (CRM).  The implementation of a CRM would be very beneficial to any business, to assist with GDPR compliance. With a third party managing the CRM, there would ideally be fewer opportunities for GDPR violations with a dedicated and trained team managing it.

Another proposal is the implementation of making data security a core aspect of the company. Similarly to network security, internal data security should also be built as the core of the company. It can be better protected if security is implemented from the start, instead of the latter and having to work around what already exists.

References:

ICO (2020) Guide to the General Data Protection Regulation (GDPR). Available from: <https://ico.org.uk/for-organisations/guide-to-data-protection/guide-to-the-general-data-protection-regulation-gdpr/> [Accessed 19 January 2022].

Protection Commission (2020) CaseStudies|DataProtection Commission Available from: <https://dataprotection.ie/en/pre-gdpr/case-studies> [Accessed 19 January 2022].