Within the article, it is highlighted that AA Ireland Limited violated the GDPR. The complainant had implicitly expressed that he did not give consent to receive any advertising messages. However, despite his insistence, he did receive advertising messages, violating his consent (Data Protection Commission, 2020). As a result of this violation, AA Ireland Limited was taken to court, where they pleaded guilty to violation of the GDPR (Data Protection Commission, 2020). This violation combined with a previous warning they had received, resulted in their sentence being Section 1(1) of the Probation of Offenders Act (Data Protection Commission, 2020).

However, AA Ireland Limited claims that it was a basic human error that caused the issue. As a result, then the first step to resolve the issue should have been to make sure that the chance for human error is minimized as much as possible. As stated by ICO.ORG, human error is one of the most common causes of data violations (2020). As well, human error does not absolve the businesses of responsibility. To counter this problem constant training needs to be provided to all employees along with easy access to inquiries about GDPR policies.

Furthermore, a type of check should have been put into the marketing messaging service. Within the messaging service, default consent should not be checked (ICO.org, 2020). The employee should have to manually check it to better protect against accidental confirmations. Lastly, there should be a data protection officer present within the company. The staff should be able to contact him regarding GDPR compliance questions (hipaaguide, 2020). The officer should also constantly monitor the company and assist with inquiries regarding GDPR policies.

References:

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