# Abstract

The recent introduction of the General Data Protection Regulation has brought with it a profound change on how businesses collect and process data. GDPR and its implications must now be considered a fundamental part of every business and must be considered from as early as possible in the lifecycle of every business. This brings with it its own issues due to the lack of knowledge about this newly introduced and extremely complicated regulation, particularly by young innovators. There needs to be suitable stepping stone into the world of GDPR that encapsulates its principles.

The Privacy Canvas is for early innovators with little knowledge of GDPR. It provides a first step towards understanding GDPR and GDPR compliance by using the canvas alongside the Business Model Canvas, effectively implementing privacy by design. Unlike other privacy and data protection tools, the Privacy Canvas provides a learning tool suitable for the early innovation stage.