

# GLOSSARY

## GDPR for Marketers



With David Booth

Use these terms and definitions below to understand concepts taught in the course.

**Transcript Search:** note that you can search for terms directly within the course. To search video text, switch to the *Transcripts* tab, then press Cmd/Ctrl + F on your keyboard to run a search within the active transcript.

Term	Definition
<b>data controller</b>	The entity that determines the purpose and means of the processing of personal data
<b>data protection officer</b>	Monitors and complies with the GDPR, trains and educates staff, performs audits, serves as a contact point for supervisory authority
<b>data subject</b>	Any EU resident or individual inside the boundaries of the EU
<b>data subject rights</b>	The protection of personal data of individuals
<b>first party data</b>	Data that you collect directly from your data subjects
<b>General Data Protection Regulation (GDPR)</b>	A European law that assigns rights to an individual's personal data
<b>personal data</b>	Any information relating to an identifiable natural person
<b>second party data</b>	Data obtained from other entities, often through partnerships or by working together
<b>stakeholders</b>	Someone who has an interest in your project, including managers, team members, vendors, and customers
<b>third party data</b>	Data that you purchase from another entity that contains personal information