

# **Cybersecurity**

## **Why the European General Data Protection Regulation (GDPR) Law Improves Worldwide Tech Companies' Cyber Security**

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### **Abstract**

This report discusses the effects of the European law General Data Protection Regulation and how it helps revolutionize the cybersecurity. Using some case studies, it explains how the GDPR protects internet users' private information and how it affects the companies worldwide.

## Table of Contents

|   |          |
|---|----------|
| <b>List of Illustrations .....</b>          | <b>2</b> |
| <b>INTRODUCTION .....</b>                   | <b>3</b> |
| <b>I. USERS' CONSENTS AND RIGHTS .....</b>  | <b>3</b> |
| A. Obtaining Data Consent .....             | 3        |
| B. The Right to Be Forgotten .....          | 4        |
| <b>II. GDPR EFFECTS ON COMPANIES .....</b>  | <b>4</b> |
| A. Changing in Privacy Policy .....         | 4        |
| B. Fines for Incompliant Companies .....    | 4        |
| <b>III. CYBERSECURITY OF THE WORLD.....</b> | <b>5</b> |
| A. Access to Data .....                     | 5        |
| 1. <i>Purposes of Processing</i> .....      | 5        |
| 2. <i>Categories of Personal Data</i> ..... | 5        |
| B. Data Protection .....                    | 6        |
| C. Integrity and Confidentiality .....      | 6        |
| D. GDPR and Brexit .....                    | 6        |
| <b>CONCLUSION .....</b>                     | <b>6</b> |
| <b>RECOMMENDATIONS .....</b>                | <b>7</b> |
| <b>REFERENCES.....</b>                      | <b>6</b> |

## List of Illustrations

### Figures

|                                    |   |
|------------------------------------|---|
| Figure 1 Google headquarters ..... | 5 |
| Figure 2 Brexit .....              | 6 |

## **INTRODUCTION**

The particular purpose of my report is to scrutinize the effects of the European law, General Data Protection Regulation (GDPR), affects organizations and companies worldwide. GDPR is a policy that the European Union placed in order to provide the citizens more closure of how their data is being saved by any website and give the users the right to be forgotten at any time. This law affected the whole world and how cybersecurity operates. For example, all websites and organizations around the world that operate in EU countries had to change their privacy policy, or else they have to pay a fine that is over 17 million. Some companies stopped working in EU countries which lead to the loss of access for their citizens. Some people believe that the GDPR policy should operate since it is making companies lose millions of dollars, and since it induced to people losing access to some websites. However, GDPR has benefits that help improve the cybersecurity of the world. Several problems and solutions will be discussed in my report, including what happened to the law in the United Kingdom after Brexit.

## **I. USERS' CONSENTS AND RIGHTS**

With increasing globalization and high dependence placed on internet for all sorts of tasks, it is crucial to establish the privacy protocols for the users. Work from home was a prevailing concept in past years but with the change in the dynamics, it became necessity for the working class. After COVID-19, seminars have been shifted to webinars and more have changed over the course of time which has opened great possibilities for various recreational facilities provided through internet. However, with this flexibility there is a major concern which has been a global stigma of cybersecurity and data stealing.

### **A. Obtaining Data Consent**

The European Union took the initiative to pass the Act known as (GDPR) General Data Protection Regulation to establish the necessary securities and protocols to maintain the data integrity and protect the personalized data of the users and other stakeholders from exposing parties. Palmer (2019) states that the law was promulgated in 2016 and was to be effective in May 2018 (p. 1). GDPR is a solicited step which defines and covers various bases that will be considered as data breach and connects with the concept of cybersecurity implementation to regulate the online networking. Websites must gain the user's consent before obtaining their personal information with clear language and under specific and strict points on what the website is collecting, and the user has the right to accept or reject the company from collecting

the information such as the name, phone number, IP address, and more (as cited in Palmer, 2019, p. 3).

### **B. The Right to Be Forgotten**

The right to be forgotten appears in Article 17 of the GDPR. The user has the right to view the data collected by the company/ organization and request the data to be deleted from their servers. However, the right to be forgotten does not apply to some circumstances. If the information storage purpose is statical or in the public's interest, historical or scientific research, and/ or if it is a defense to legal claims, the data shall not be forgotten (Jones, 2020, p. 2).

## **II. GDPR EFFECTS ON COMPANIES**

### **A. Changing in Privacy Policy**

The new change of privacy policy has affected not just the European countries, but all countries around the world. The GDPR applies to all companies and organizations that operate in EU countries even if they are headquartered in any other place around the world. Companies or organizations that are not GDPR compliant must disable their websites and networks in the EU countries, which could lead to a major loss of business. After May 2018, most companies sent emails to the users explaining the new privacy policies applied to their websites due to the new GDPR rules with clear disclosure that is transparent and not hiding any details in order to it be qualified by the GDPR, and the user must either accept it or decline it in order to keep their accounts running in their websites (as cited in Uzialko, 2020, p. 3).

### **B. Fines for Incompliant Companies**

The GDPR places the user in full control of his own personal data and the organizations lose their leverage of having power to people's personal information. that is the main key of cybersecurity. According to Uzialko (2020), If the company or organization decides to not comply with the General Data Protection Regulation's new laws, they should either stop their websites and networks from running in the European region, or else they have to pay a fine of 17 million euros or 4 percent of the global annual revue from the year

before, whichever is greater (p. 5).

Cybersecurity is an important sensitive aspect for every person who uses the internet, so these penalties are necessary for those companies and organizations that disobey the regulations which is unethical and could be considered illegal in some circumstances. The largest GDPR incompliance fine was on Google which paid 50 million euros in 2019 (Palmer, 2019, p. 11).



Google headquarters (Palmer, 2019, p. 11).

### **III. CYBERSECURITY OF THE WORLD**

#### **A. Access to Data**

##### **1. Purpose of processing**

Once something is posted on an online public forum, it is perceived that the data is accessible to all users and anyone can use that to benefit themselves or cause any harm to the relevant parties. The users are facilitated with cybersecurity and the GDPR applied protocols to safeguard the access and implement some access controls to restrict the usage to irrelevant parties or users. The access of sensitive data needs to be guarded by the companies which provide the platforms for the users; hence they have to implement various access controls like authentication, authorization, access, audit and management (Tunggal, 2021, p. 2). GDPR with its exceptional policies which covers many bases helps to implement these protocols on a larger scale to element data misappropriation.

##### **2. Categories of Personal Data**

The personal data is any information that deals with the natural person's personal information based on any aspect. It can be based on his name, citizen number, location information, physical and mental stats that are saved in the system ("What is personal data?", 2021, p. 3). These data can be further categorized in many ways but according to GDPR the processing of data is based on automated filling of info and the manual filling of information.

## **B. Data Protection**

Data protection is the prime concern and motive of GDPR. The data which needs prior consent or is sensitive must be protected by the companies at all costs. Consent is also required for this data usage because GDPR restricts the companies from holding the data and causing any breaches which could harm the user or his data in any manner possible. GDPR has various articles like data protection assessment and data protection by design and default which covers the ambiguities and addresses the concerns. GDPR initially implements a simple rule that the user has to preview the contents he shares and what kind of protection the company will provide and how it plans to use the data.

## **C. GDPR and Brexit**

GDPR had strengthened the data protection policies and cybersecurity paradigms and had made a significant impact on the online networking facilities and user's rights. However, with the existence of the United Kingdom from the European Union, GDPR was also affected in a way. Brexit was introduced and was to take place of GDPR. Brexit is deemed to be



effective from the 31<sup>st</sup> of December 2020 with a transitional period up to 4 months and in case of any genuine concern, an additional 2-month period will be allotted (GDPR after Brexit & business, 2021, p. 1). Although, Brexit will just have few new clauses that will establish the representative roles while the articles will be quite alike GDPR which means that the effectiveness of GDPR has continued to be implemented in coming years.

Figure 2 Brexit

(GDPR after Brexit & business, 2021, p. 1).

## **CONCLUSION**

GDPR is a successful attempt to counter the cybersecurity problems comprehensively and conclusively. It addresses and deals with appropriate solutions for problems related to data protection and digital privacy for the users. It explicitly defines the paradigms for the authorities and with the help of stringent policies administer and supervises the data protection implementation. It is an eminent attempt to cater for digital problems and help create better integrity and confidentiality which not only enhances the users' confidence but helps to

eradicate major concerns. With new policies to be added to the existing laws, it will further enhance the transparency and take into account other exploitation sites to improve the efficacy of the policies.

## **RECOMMENDATIONS**

GDPR is a great initiative taken by the EU to facilitate the users and safeguard their interests covering all tangible and intangible domains. The application and revisions through the different establishment and prospectus articles integrated within the resolution help to stay up to date with the social issues that occur on the social media platforms. This resolution generally focuses on covering data protection and integrity elements which no doubt has high significance. Mainly there are two recommendations that I would like to put forward one concerning the global applicability because it covers the region or nation premises but considering that the world has transformed into a global village the users' data is much more accessible and companies which operate offshores might not fall under the jurisdiction. Moreover, the concept of data protection can be molded to resolve pertinent issues of the society that could solve social issues and eradicate hate speech and racial matters. Furthermore, these laws can be pushed and presented to other countries belonging to different regions to increase the base and reduce the consequences on a larger scale.

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