GDPR

Tyler O’Riley

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The General Data Protection Regulation is a concept created and enforced by the European Union. The regulation was originated to match the growing use of technology and how companies utilize this technology to track data. The core fundamental of the regulation is to better track and protect personal data as it is held and utilized by corporations. To give a better idea of this concept, it is best to explore why it even came to be.

In the modern-day information is stored everywhere. It is on your phone, on your computer, on your work computer, the list goes on and on. Most of the data you may store daily probably ranges from app games to social media and picture folders. This information for most folks might be meaningless, but what about personal data? Many people save passwords, date of birth, biometric information, maybe even your social security in case you can’t remember it. Companies gather and use this information by having you enter it on their websites to enjoy their services. So, what’s the problem? In today’s world, its security and integrity. How are they using this information? Is it being safely stored? Why do they hold on to the data if it isn’t used for the service I signed up for? We have seen these flaws in recent years ranging from databases being compromised, to Facebook having a data leak where personal information was attempted to be used to influence elections. The company that used this information was Cambridge Analytica, who harvested the data from Facebook without their consent.

These reasons are just a small pool of examples are to why the GDPR was founded. The intent of the regulation is to create a safer system as to how companies store and use your personal information. The principals of this regulation go on for pages. To better assist in understanding the big picture of the regulation to assist in overseas locations, let’s look at them as topics. The first topic is to create an ethical question for companies. Why do you need this data? Companies under the GDPR must provide reasonable explanation as to why the data is needed for their service/product. Failure to do so can lead to fines. The next topic is to create a time limit on how long this information is held. Unless the service is government, hospitals, or journalists, the holding of data for a prolonged amount of time can lead to fees and penalties. Just like explaining why the data is needed, a company must provide a reason as to why the data is being held for prolonged periods of time. One of the final topics is the empowerment of the individuals who use the service. In the past, companies could easily cover themselves by putting all data usage stipulations among the other disclosures in their 100+ page terms of service. GDPR gives individuals a right to request what personal data is being held by a company, and why, regardless of the company’s terms of service. The regulation even allows individuals to request their personal information be destroyed by any particular company as long as it is an entity not exempt by the regulation such as governments.

This concludes a brief overview of the GDPR and how the company can be better equipped to begin overseas operation. Further details can be obtained from the GDPR.EU official site.