

profusion



Personal data protection for beginners

A beginners guide into GDPR

Data
influenced
journeys



Overview

This short document will provide you with a simple introduction to the world of data security and personal privacy. You should read this as soon as possible during your time with Profusion.

Profusion, as a data processing business, takes data security very seriously. We are particularly impacted by the requirements of new rules and regulations. It is vital to that we are seen to engage positively with the spirit of the rules (protecting personal data at all times) as well as the detail of formal compliance.

All Profusion employees are obliged to read and sign the relevant policy documents and receive regular awareness training on data privacy and security issues.

You should also take a personal interest in these issues as they directly relate to your use of social channels, games platforms, video sites, search activity,

shopping and ticketing sites, in fact everything that you do online.

You probably don't like the idea of all that information (personal data) being accessible to someone else without your permission, let alone that data being for sale, or that companies will profile you based on your digital behaviours, or that advertising will be targeted at you on the basis of your Facebook conversations.

On the other side you may value the convenience of faster log-ins, personalised content, rapid payment and more.

As such there is a clear trade-off (privacy v convenience) involved – the point of the new rules is that you should have the information to make an informed choice about who you share your data with and how they can use it.





Introduction

May 2018 saw the introduction of a consistent set of data regulations across the EU. These are intended to increase consumer choice and control over the use of their personal data. This is achieved principally by providing more information (*transparency*) and also by directly requesting your consent. The General Data Protection Regulation (*GDPR*) is a complex piece of work and so we will only focus on the essentials here.

These are the main consumer rights, therefore your rights. established or renewed under GDPR:

- The right of correction- of any errors in the personal data held about you
- The right of erasure- of all of the personal data held about you
- The right erasure - of all of the personal data held about you (*i.e. delete!*)
- The right of data portability- to share your personal data with organisations
- The right to be informed- as to what an organisation is doing with your personal data
- The right of access- to the personal data held by an organisation about you

What is personal data?

- Personal data is data that relates to an identified or identifiable person
- It involves more than personal details, it could include your web browsing, games played, or video watched
- At Profusion it especially relates to the personal data of our client's customers (e.g. *HSBC bank customers*)
- But it also applies to our own personal data as employees, as well as that of contractors and suppliers
- Within personal data there is a sub-section called sensitive personal data that requires additional protection
- Sensitive data includes *race, ethnicity, politics, religion, trade union affiliation, genetics, health, sexual matters*

Why protect personal data?

- Your personal data can be used by others to impersonate you – with potentially serious consequences
- Financial fraud is another key concern – gaining access to bank accounts, credit cards, digital wallets and more
- More broadly, businesses have

grown rich from the exploitation of personal data, with little accountability

- Most digital services that you use for free will be trading that service for access to your personal data
- That data is used to support product development, advertising and commercial sales and wider activities

Introducing GDPR and the UK Data Protection Act 2018

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What is a data breach?

A data breach is defined as an incident that affects the confidentiality, integrity or availability of personal data

More simply - there will be a personal data breach whenever any personal data is lost, destroyed, corrupted or disclosed; if someone accesses the data or passes it on without proper authorisation; or if the data is made unavailable, for example, when it has been encrypted by ransomware, or accidentally lost or destroyed. Access by an unauthorised third party;

- Deliberate or accidental action (or inaction) by a controller or processor;
- Sending personal data to an incorrect recipient;
- Computing devices containing personal data being lost or stolen;
- Computing devices containing personal data being lost or stolen;
- The right of data portability- to share your personal data with organisations

If you have reason to think that there may have been a personal data breach please notify your manager asap.

What does this mean for profusion?

Profusion is legally obliged to comply with the UK Data Protection Act 2018, as are all Profusion clients

This means that all of our systems and processes must be designed to secure and protect personal data

But most data breaches (leaks of personal data) arise from accidents and oversight rather than hacking

Meaning that we are all responsible for ensuring that we don't compromise any personal data

What does this mean for you during your time at profusion?

Take the opportunity to learn more about the GDPR – and how it can help you to protect your own data

Learn to recognise what is and what isn't personal data – by asking your colleagues

If you see something that doesn't look right – speak up and ask questions

Additional resources

The information Commissioner's - ICO- is the UK data protection agency

<https://ico.org.uk>

Wired to solve problems

We're a clever team of specialists in data engineering, BI, data science and multi-channel marketing communications.

Blending real 1:1 messaging, AI, machine learning and human imagination, we connect people with your brand. This drives exceptional customer experience and loyalty.

We were the original UK partner for Adobe Campaign. We've nearly 20 years' experience in data management, automation and customisation of enterprise data management and marketing other platforms.

Fuelled by inquisitiveness, forward thinking and excitement at the advancements of technology, we're entrepreneurial, adventurous and we make stuff happen.

We help clients get under the skin of a human being's emotional narrative – their story – and see what's important to each customer.

Our clients trust us for our responsive, personal and upfront approach to help them create smart, highly targeted communications.

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