

# GDPR

## What is it?

The General Regulation on Data Protection of the European Union strengthens and unifies the rights of European citizens on their personal data. Came into force on May 25, 2018, it establishes in particular the right to consent, forgetting, portability of data, regardless of the place of data processing. For example, a US company managing EU citizen data on its servers in the US must comply with the GDPR.

## Companies to assist you

Every consulting group has an offer on GDPR.

## Influencers to follow

Isabelle Falque-Pierrotin, La Quadrature du Net, Tariq Krim, Adrien Basdevant, Max Schrems

## What business impact?

- Pre-emptive audit and compliance: GDPR requires to put in place an internal control to identify which datasets are collected, for what use. It is a beneficial rationalization on this ground, left a long time fallow.
- Differentiation by ethics. It becomes possible to showcase products & services performing on this dimension. Ex: Qwant.

## Resources needed

### Organizational resources:

- transversal project management (IT, legal, ...).
- business needs to get acculturated (marketing in particular).

### Financial resources:

- consulting fees with legal specialists.
- training costs for staff.

## Do's and don'ts

### Do

- set up permanent processes for managing access to data, in conjunction with the mission on data quality ("governance"). This way, GDPR will help foster better accessibility and management of data flows.

### Don't

- make the GDPR a bureaucratic constraint: it must be used as a lever to secure existing practices and create new forms of value.

## 3 companies that leverage GDPR

**Qwant**- this search engine highlights its privacy features, to differentiate itself from Google.

**Dissident.ai** - this start-up offers a package of services, and makes the respect of personal data its main value proposition.

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