

John Q. Martin



GDPR, A European Horror Story!

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About me

John Q. Martin CITP

Product Manager for SentryOne
Microsoft Data Platform MVP
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Over a decade of experience with SQL Server as a Dev, DBA and BI Dev. Most recently working as a Premier Field Engineer with Microsoft UK.



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What is the GDPR?

I'M GOING TO LOSE ALL
MY MARKETING LEADS!!!

IT WON'T AFFECT US, WE
ARE NOT A EUROPEAN
COMPANY!

PANIC!!!

WE CAN'T DO BUSINESS WITH
EUROPE ANYMORE!!

LET'S SEE THEM ENFORCE
IT HERE!



What is the GDPR?

The Reality

EU Legislation designed to help protect personal information for EU Citizens

Largely Common sense and recommended practices

Business Problem that has IT solutions

Applies no matter where you operate, in data that you hold on EU Citizens



Yes, even after Brexit!



What is the scope?

Personal Data for EU Citizens

What is Personal Data?

Subjective and needs to be tested to establish
precedence



What does GDPR Mean?

- * by design

 - Secure

 - Privacy

 - Privacy Impact Assessments

Data Subjects rights when you handle their data.



Right to Access

Data subjects can ask for a copy of data you hold on them

Can refuse in the event that this would compromise the PII of other data subjects

Verbal or Written requests



Right to Data Portability

Data subjects can request the data you hold on them in machine readable format

CSV, XML, JSON etc.

Only applies to electronically stored data you have provided to the organization

Includes active and passive collection of data



Right to Erasure

Aka – Right to be forgotten

Data subject can make this request to anyone in the organization

Can refuse to delete data, only in specific circumstances



Right to Rectification

Data Subjects can ask for inaccurate data to be fixed

- State the inaccuracies

- Provide correct data

- Provide evidence where possible

Understand the difference between tracking mistake rectification Vs inaccurate data



GDPR Response Times

Within one calendar month

Active from the day after receipt of the request

Can be extended to three in the case of a complex request



GDPR – Disaster Recovery

Backup retention

- Can't purge data

- Can be a long time

Recovery Process

- How to ensure purged data is removed

- Impact to RTO



GDPR – Breach Process

When, not if!

It's going to happen so get ready to deal with it.

Detect and act early

Know what to report, when, to whom, and how.

Communication is key



We have a Winner!!



APOLLO



Does GDPR Play nice with others?

Yes, but...

Clear, effective documentation is key.

Define specific scenarios and tests to process requests against.

Check list that removes ambiguity.

Safety, Security, Ethics, Compliance



Privacy Shield

Agreement with the USA to facilitate enforcement of data handling rules.

For data transferred from EU to USA

Guarantee that data will have same protections as in the EU

EU Voted that as of September 1st 2018 agreement will be invalid

Due to poor enforcement by US regulators



Summary

GDPR is here, accept it

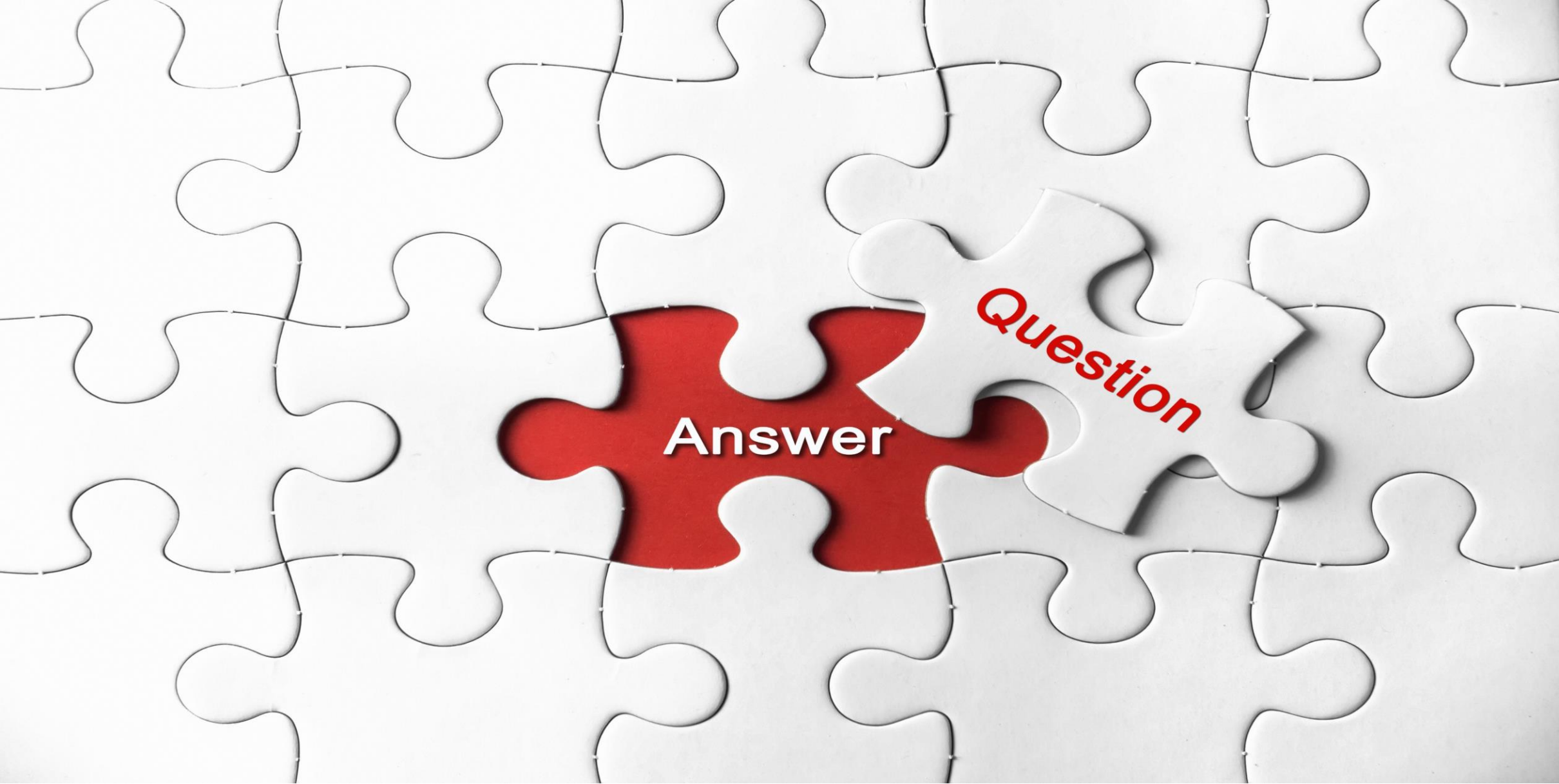
- No official certification route, as yet.

- No official code of conduct or frameworks, as yet.

It is more than an IT Problem

It is far reaching and carries potentially large penalties





Please fill in the evaluations

- 
- ☒ Excellent
 - ☐ Good
 - ☐ Satisfactory
 - ☐ Poor

