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**Module 2.2 – GDPR Compliance**

**Understanding GDPR and Achieving Compliance**

As The Mesusa Corporation (MeCo) prepares to expand operations into the United Kingdom and Brazil, it's essential to understand and comply with international data protection laws—especially the General Data Protection Regulation (GDPR) in the EU and its Brazilian counterpart, the LGPD.

**What is GDPR?**

The **General Data Protection Regulation (GDPR)** is the European Union’s landmark law that governs how organizations collect, store, and process personal data of individuals located in the EU. It was adopted on April 14, 2016, and became enforceable on **May 25, 2018** (European Parliament & Council, 2016). It replaced the outdated 1995 Data Protection Directive to give EU citizens more control over their data and to harmonize data privacy laws across Europe.

GDPR applies not just to companies based in the EU, but to any organization (like MeCo) that handles personal data of EU residents—even if the company is located elsewhere.

**How GDPR Came About**

GDPR was developed in response to increasing concerns over data privacy, rising cyber threats, and inconsistencies in data protection across member states. With digital services expanding globally, the EU needed a modern framework that could protect citizens' rights in the digital age. The GDPR enforces stricter rules and imposes significant penalties for noncompliance—up to 4% of global annual revenue or €20 million, whichever is higher.

**What About Brazil?**

Brazil passed its own version of GDPR known as the **Lei Geral de Proteção de Dados (LGPD)** on August 14, 2018. The law became enforceable in **September 2020**, with penalties taking effect from **August 1, 2021** (IAPP, 2020). LGPD is similar to GDPR but with a few localized differences. Since MeCo plans to expand into Brazil as well, understanding both laws is key to building a global compliance strategy.

**GDPR Compliance Checklist for MeCo**

To help Paula Deers and MeCo stay on the right track, here’s a simplified checklist for GDPR compliance:

1. **Understand What Data is Collected**
   * Map all personal data MeCo collects, processes, or stores.
   * Identify who has access to this data and for what purpose.
2. **Obtain Valid Consent**
   * Ensure all users provide clear, informed, and affirmative consent before their data is collected.
3. **Update Privacy Policies**
   * Clearly explain how data is used, how long it is stored, and users’ rights.
4. **Implement Data Protection Measures**
   * Apply technical and organizational security controls like encryption and access restrictions.
5. **Appoint a Data Protection Officer (DPO)**
   * Especially important if MeCo processes large volumes of sensitive data regularly.
6. **Ensure Data Subject Rights**
   * Make sure EU users can access, correct, delete, or move their data (right to access, erasure, portability).
7. **Establish Data Breach Response Plans**
   * Be ready to notify authorities within 72 hours if a breach occurs.
8. **Vet Third-Party Vendors**
   * Make sure all partners or processors are also GDPR-compliant.
9. **Maintain Documentation**
   * Keep records of data flows, processing activities, and compliance efforts.
10. **Provide Training**

* Ensure staff are aware of GDPR responsibilities and best practices.

**References**

European Parliament and Council. (2016, April 14). *Regulation (EU) 2016/679 on the protection of natural persons with regard to the processing of personal data*. *Official Journal of the European Union*. <https://eur-lex.europa.eu/eli/reg/2016/679/oj>

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