**I-GUIDE PRIMER ON THE GENERAL DATA PROTECTION REGULATION (GDPR)**

The European Union’s (EU) General Data Protection Regulation (GDPR) was enacted in May 2018, and governs the collection, use, sharing, and storage of personal data. The Act applies to research involving data about EU citizens, even if the research is conducted elsewhere.

**What Counts as Personal Data?**

Personal data is any data that can directly or indirectly identify an individual, including:

* Names, addresses, national ID numbers;
* Geolocation or GPS coordinates tied to individuals or homes;
* Drone or satellite imagery revealing private property;
* Survey responses with demographic or spatial information

**Key GDPR Principles**

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| **GDPR PRINCIPLE** | **DESCRIPTION** | **EXAMPLE** |
| **Lawfulness, Fairness & Transparency** | Obtain consent and be clear about how data will be used | Inform participants how their mapping contributions will be used and archived |
| **Purpose Limitation** | Use data only for the purpose stated at the time of collection | Avoid using land parcel data from one study for a commercial analysis |
| **Data Minimization** | Only collect what is truly necessary | Collect data at the neighborhood level instead of household level when appropriate |
| **Accuracy** | Keep data up to date and correct | Validate remote sensing classifications of land cover when used in decision-making |
| **Storage Limitation** | Do not keep data longer than needed | Set automated deletion dates for personal location logs after model testing |
| **Integrity & Confidentiality** | Protect data from unauthorized access or leaks | Use secure servers and access controls when storing GPS-tagged fieldwork data |
| **Accountability** | Be able to demonstrate compliance | Keep documentation showing how data were collected, anonymized, and shared |

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