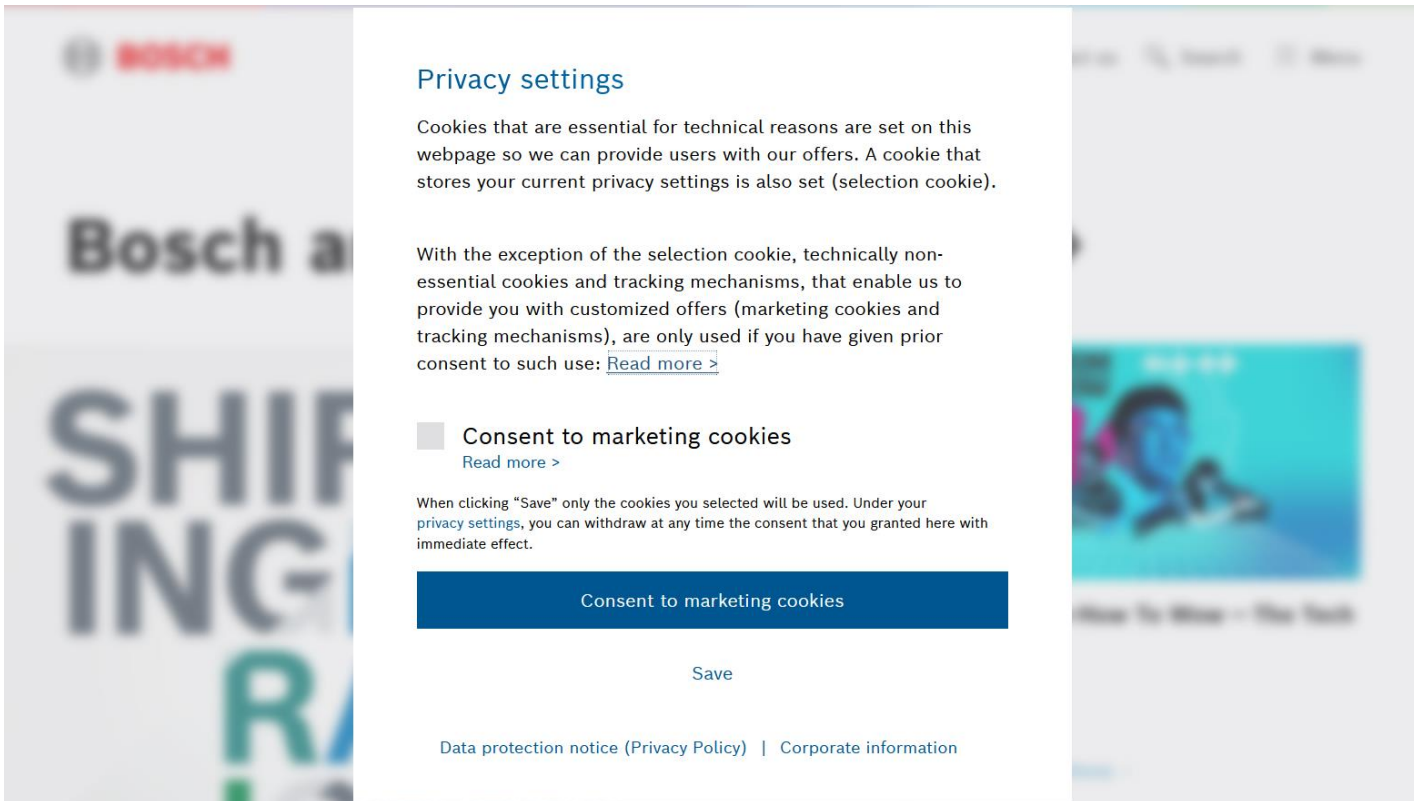


General Data Protection Law (GDPR) and Cookies Settings

Do you like cookies?



Do you like cookies?



The image is a screenshot of a web browser displaying a cookie consent dialog from the Bosch website. The background is blurred, showing the Bosch logo and some text like 'SHIPING' and 'RA'. The dialog is a white box with a blue header 'Privacy settings'. It contains text about cookies, a link to 'Read more >', a section for 'Consent to marketing cookies' with a 'Read more >' link, and a 'Save' button. At the bottom, there are links for 'Data protection notice (Privacy Policy)' and 'Corporate information'.

Privacy settings

Cookies that are essential for technical reasons are set on this webpage so we can provide users with our offers. A cookie that stores your current privacy settings is also set (selection cookie).

With the exception of the selection cookie, technically non-essential cookies and tracking mechanisms, that enable us to provide you with customized offers (marketing cookies and tracking mechanisms), are only used if you have given prior consent to such use: [Read more >](#)

☐ **Consent to marketing cookies**
[Read more >](#)

When clicking "Save" only the cookies you selected will be used. Under your [privacy settings](#), you can withdraw at any time the consent that you granted here with immediate effect.

Consent to marketing cookies

[Save](#)

[Data protection notice \(Privacy Policy\)](#) | [Corporate information](#)

Do you like cookies?

THIS WEBSITE USES COOKIES

Continue with recommended cookies

Modify the cookie selection ▼

GDPR – Reactions in newspapers after 4 weeks of GDPR (May, 25th, 2018)

- „Every second user confirms cookies without reading the policy“
- „The real winner of the GDPR are Google, Amazon and Facebook“
- „Only a few consumer have trust in the new regulation“
- „On fairs limited exchange of business cards“
- „Administrative Knock out“ *)

GDPR – Who is affected?

These protections apply to any organisation anywhere in the world that processes the personal data of EU data subjects

Applicable to each company who

- offers services or goods in Germany
- offers services or goods in Europe
- has employees in the company

GDPR – Consequences

Liability:

- The GDPR has liability and direct impact in all EU countries

Penalties

- Penalties up to 20 Million Euro or 4 % of the global last years revenue

Notification obligation

- Of a data breach immediately to the supervisory authority within 72 hours/ to data subject

Data protection officer

- In addition to consultancy function now controll function, too

Trainings

- Management has to take care of being sensitive about GDPR

GDPR – Consequences

“Small administrative fines”

- € 10 million or 2% worldwide annual turnover for e.g.:
- Disregarded by consent of children
- Use of privacy-unfriendly technology
- No nomination of Data Protection Officer (DPO)

“Big administrative fines”

- € 20 million or 4% worldwide annual sales for e.g.:
- Data protection/accountability principles violated
- No information to be provided
- Data processing without legal basis
- Disregard conditions for consent
- Disregard of the rights of the data subject

GDPR – Consequences

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- Disregard of the rights of the data subject

GDPR – Consequences

- Commitment of product providers to GDPR
- Customer demand for data privacy
- Stumbling tests by authorities
- Image damage & loss of reputation
- Anonymous announcement/complaint from competitors
- Stock value reduction
- Increasing legal risk
- Administrative fines according to GDPR

GDPR – What's behind the GDPR?

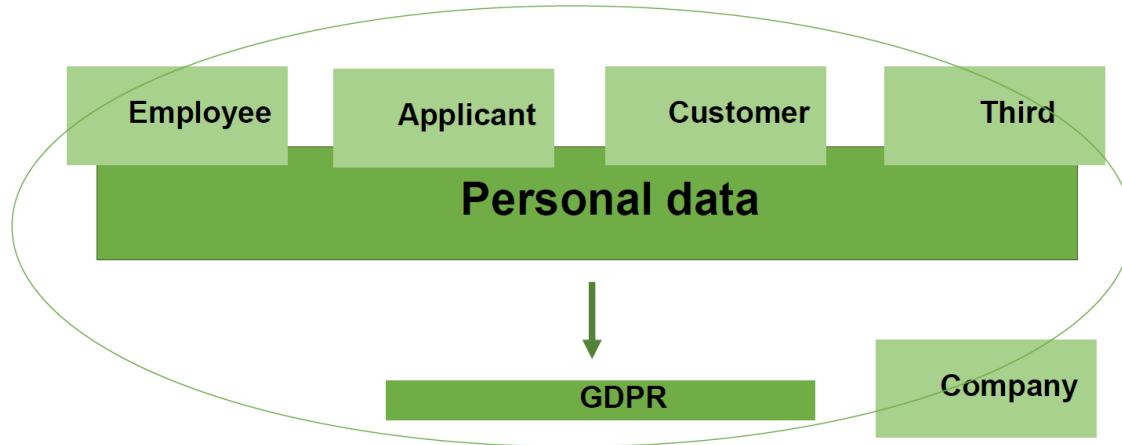
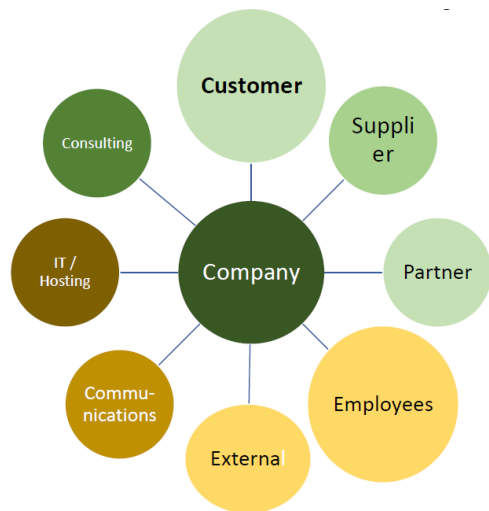
Primary Goal: Protection against the big players as Google, Facebook, Amazon & Co

- Strengthen consumer protection
- Europe-wide standardization of data protection
- Adapting to the challenges of digitalization
- Hold management within liability
- Effective penalties

GDPR – It's all about „personal data“

- Any information that can be used to identify a living person - directly and indirectly – or that relates to them.
- This could be: name, address, e-mail, identification number....or location data, like an IP address.
- This is not: e-mail like info@company.com or company registration number
- More care needs to be taken with ***sensitive personal data*** eg. health data, religious beliefs

Where are and who works with my data?



GDPR – Legal requirements

Consent example

DOWNLOAD YOUR FREE REPORT

Email

Your email address

☐ I would like to subscribe to updates from Litmus.

SUBMIT



DOWNLOAD YOUR FREE REPORT

Email

Your email address

☒ I would like to subscribe to updates from Litmus.

SUBMIT



GDPR – How to become GDPR compliant?

- Analyse of current processes
- Identify the gaps to the rules of GDPR
- Take technical or organizational measures (TOMs) to avoid or minimize risks

GDPR implementation

- Create data management system with processes & responsibilities
 - Data assessment
 - Deleting process
 - Data emergency
 - ...
- Train employees
- Establish and review constantly documentation and reporting procedure
- Check and adjust the procedures occasionally

=> DO THEY LIKE OUR COOKIES?!

Task: find the cookies you like!

- Open 5 new websites with the popping up cookies individually
- Count clicks you need to reject all the cookies
- Count seconds you need to reject all the cookies
- Analyse how many words you need to read before getting familiar with the purposes of marketing cookies
- Analyse and discuss with your team your impressions as a user



Conclusions

- Cookies are often an unavoidable feature
- Cookies must be user-friendly by law
- Implementation of cookies requires the input from marketing and law experts
- Last but not least, cookies are a part of Usability Engineering, especially for websites and apps with commercial purposes



Do you like cookies now?

Do you like cookies now?

It does not matter whether you like cookies or not.

Now you know you do not have to



ACCEPT ALL COOKIES

Thanks a lot for your attention!

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