**GDPR And Its Importance**

**What is meant by GDPR?**

General Data Protection Regulation, or GDPR, which came into effect on 25th May can affect any individual irrespective of where they are or where they live. GDPR is a legal European Union (EU) law that sets the guidelines on how to collect and use personal information from users. It tightens Europe’s already strict laws about what companies can do with people’s data. It gives us more control over how our data is being used and forces companies to justify everything they do with it.

While GDPR is European Union legislation, it has a huge effect outside the EU as well.

**Why was GDPR introduced?**

Old laws were written much before smartphones started collecting massive amounts of confidential information for companies like Facebook and Google. It provides guidelines to the organization on how to use personal data and do’s and don'ts to be followed by those data. It also clarifies the notion of the users regarding their data usage.

Personal data refers to any data that can identify an individual, that is name, phone number, or username. But the law also contains aspects like IP address or location. Tighter rules apply for hypersensitive data like sexual orientation, health information, political opinion, etc.

**Why is GDPR important?**

GDPR is a regulation that protects the private and sensitive data of the European Union (EU) citizens. It asks for the detailed monitoring of the data used to understand how the user’s data is being used by companies and organizations. It also provides clarity to the user to have a better understanding of this. This regulation is important for several reasons. Given below are some of them.

1. GDPR stops the misuse of data by providing a guideline of all the doable which the organization is allowed to do with the data and also the don'ts which the organization is refrained from doing.

2. Through GDPR, companies can gain the trust of users. When users know how their data is being used, it builds trust in them. GDPR mainly follows seven principles and if an organization can show these principles in case of data preservation, it can fetch trust and credibility from the user.

3. A company that can show and has achieved entire GDPR compliance signifies that they have attained utmost security in terms of data handling. This is of considerable importance to all users.

4. GDPR not only helps in setting the guidelines but also helps in significant data management. Security and privacy go hand in hand, and so, a high level of data protection given by GDPR also ensures high security which is a notable feature for the well-being of data.

It should also be remembered that Europeans knew the importance of data security from earlier times. Due to the growing demand for industries and data security, the regulation came into force in May 2018.

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