

IAB Canada Primer - GDPR

What is the GDPR?

- The General Data Protection Regulation is a new European legal framework governing the use of personal data. It will replace all existing national data protection laws across the EU, and will apply to all EU markets including (but not limited to) the UK
- The GDPR will regulate the use of data in digital advertising, and introduces data protection obligations on many digital ad businesses for the first time
- The GDPR is anchored in Transparency, Control and Choice and will provide EU citizens with clear insight into how their data is being collected and where it is being used, giving the user the ability to 'Opt-In' or 'Opt-Out' as they choose. Think: transparency, control and choice
- GDPR carries stiff penalties for infractions – 4% of global annual revenue \$20 million Euro (whichever is higher)
- Enforcement date is May 25, 2018

Does the GDPR Apply to My Business?

You will be directly impacted by the GDPR if your company processes personal data of EU residents where the processing relates to:

- offering goods or services to individuals in the EU; or
- monitoring the behaviour of individuals in the EU on the internet, which may include tracking for behavioural advertising purposes

What are my Next Steps?

1. Ensure that senior management is fully aware of the requirements under the GDPR, along with possible impact of non-compliance
2. Dedicate sufficient resources to your company's ongoing compliance initiatives
3. Appoint a Chief Privacy Officer within your organization, and ensure that those business units who are responsible for collecting and processing data, are involved in the conversation around data privacy
4. Create a compliance roadmap by mapping out your company's data processing activities so that you understand: where consumers personal data is stored, how personal data is used and collected and where data is disclosed, transferred and/or shared, etc.
5. Review and manage data partners to ensure that they are GDPR compliant (i.e.: what processes do they have set in place to identify EU-based traffic? How are they obtaining explicit consent to collect and process EU citizens data?)

For information on the rapidly developing IAB Consent framework, please go [here](#).

Note: The information contained in this document is designed to provide marketers with an overview of the GDPR. This guide is not a source of Corporate or Legal advice on GDPR. Rather, it is a meant to provide an overview of the European legislation in coming into enforcement on May 25, 2018.

To stay informed, tune into IAB Canada's regular webinars on the topic of Privacy where we will be focusing on the GDPR over the coming months. We also recommend that you stay connected with your IAB Canada Council members and subscribe to our monthly newsletters with updates on this, and other important issues facing the digital media industry in Canada. For specific updates on GDPR from Europe, stay connected with the [Transparency & Consent Framework newsletter](#).