

‘The world's most valuable resource is no longer oil, but data.’

**The
Economist**



An introduction to the principles of GDPR / POPIA

- Personal data
- Processing
- New thinking
- Who / What
- Key terminology
- Time / effort
- Privacy by design & by default
- Obligations



Personal data?

is quite simply:

- **any information** (physical or electronic) about a living human or an existing organisation such that someone is then capable of identifying them from that information

What is Processing?

- Electronic and physical data
 - Paper + Computer files + Audio recordings + Video + Text systems + IM systems ++
- Saving / archiving a file
- Opening / reading / moving a file
- Deleting or editing a file
- No one and No business is exempt
- Transferring a file eg: to a USB / between devices



- Data management, across the world Forever
- Every company must get on the rails. And stay on the rails
- There is no station. You never arrive
- This is not a project. It is the new business-as-usual
- There are no exemptions

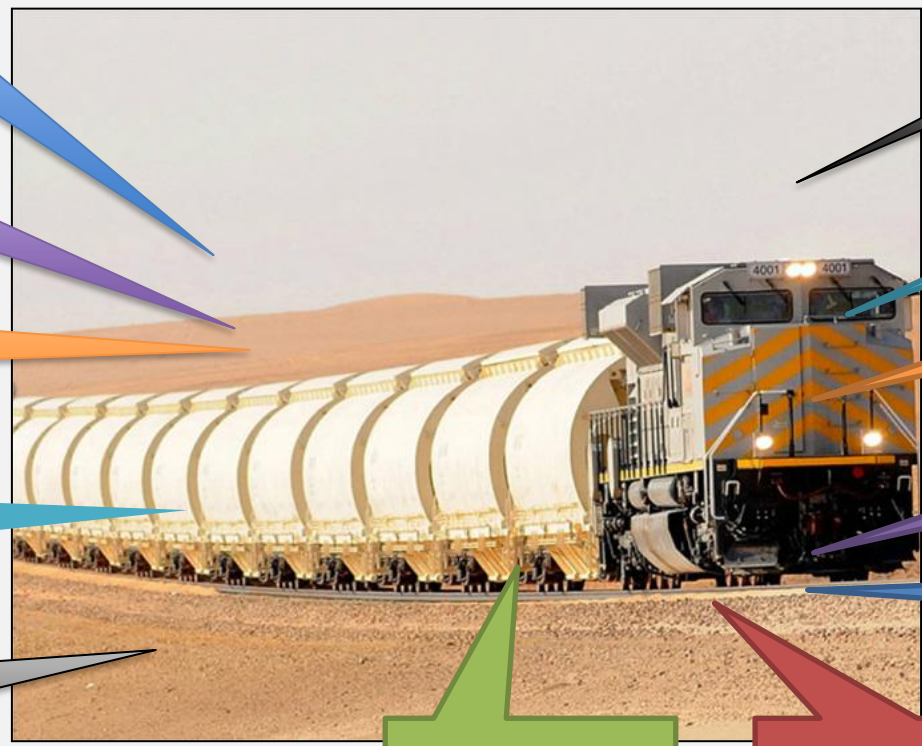


Therefore, whatever you do from now on; ask yourself:

Does this {action}, or could this {action}, in anyway derail us?

What's on the train?

[basically, everything]



Customers

Users

Suppliers

Visitors

Staff

Product Dev

Marketing

Procedures

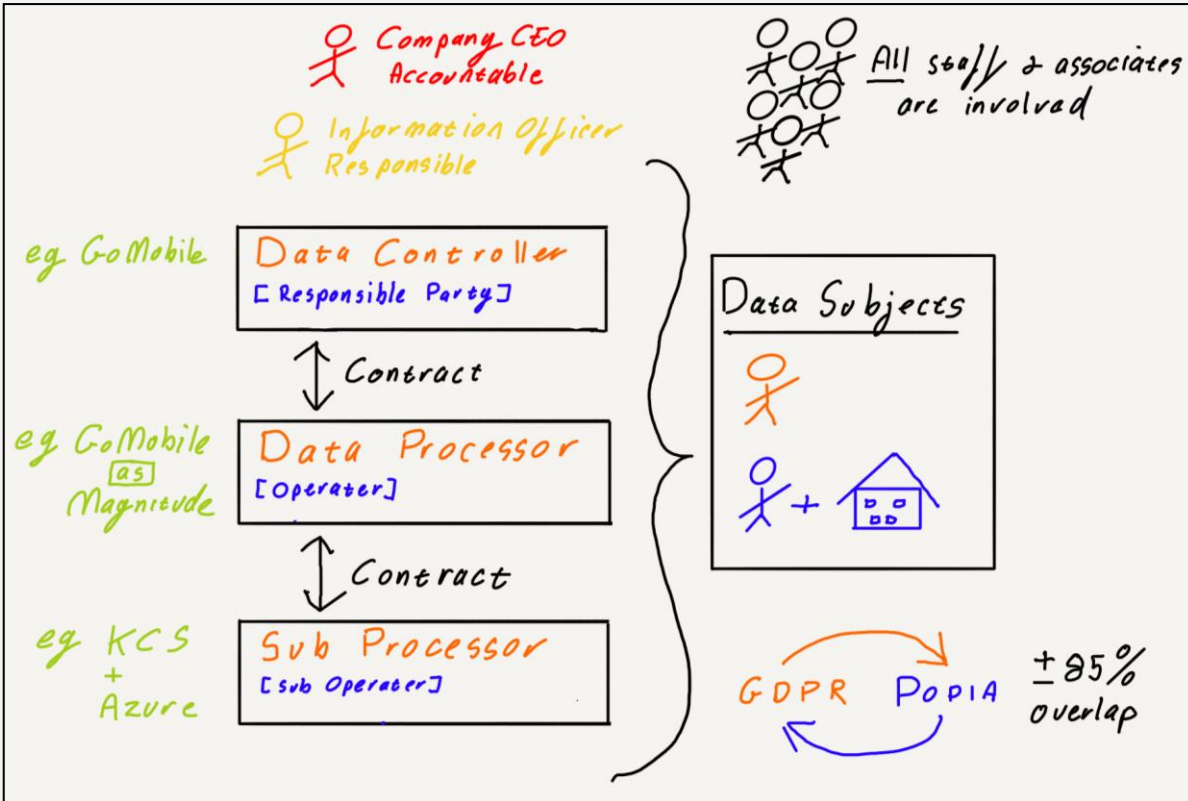
Operations

Habits

Recordings

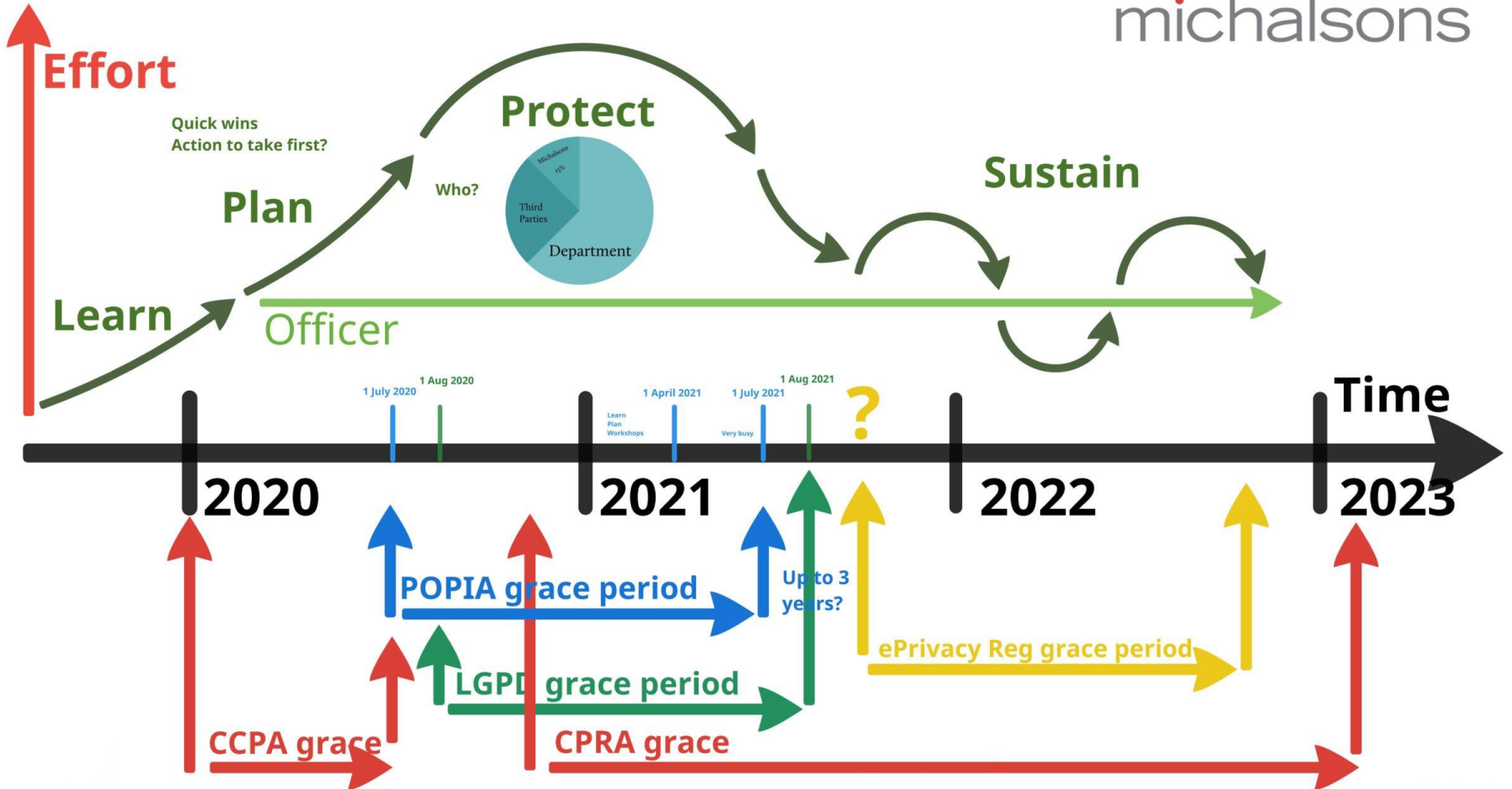
Communications



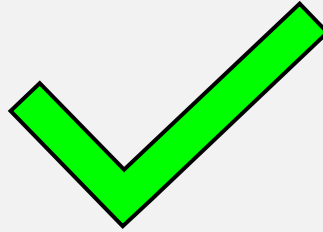


Key terms

- POPIA / GDPR
- Data subjects
- Responsible party
- Operator
- Sub-operator
- CEO
- Information Officer / Data Protection Officer
- Data Processing Agreement
- Security by design and by default



Good thing / Bad thing?



- We're all data subjects – we are all benefiting
- All companies are compelled to focus on data management and additional governance
- Accountability (eg security companies)

Privacy by Design and by Default

- Everything that the company does and plans to do should have privacy and security principles built in from inception
 - Product development
 - Hosting
 - Marketing
 - Process mapping
 - Configuration
 - CMS management
 - Deployment
 - Communications
 - Filing / File management
 - + + +



Obligations

- Have a sound reason to process
- Process the **minimum** information necessary for your duties
- **Secure** the information
- Don't do anything with the information other than as agreed
- Don't pass the data to **anyone** else unless necessary [eg a sub-processor]
- Where you pass on data, it must be to a compliant entity – and with the knowledge of the Controller
- Expose the **minimum** possible number of colleagues to the data
 - [military principle '*need to know basis*']
- Report any incident (breach)
 - Internally first
 - To the regulator and affected party / s
- Data management processes
 - Encryption + Password management + Clean-desk + etc
- Continual **review** of systems + process + compliance
- Awareness programmes
- Recruit staff with care
- Present + Delete + Rectify on demand

Summary:

What is this NOT:

- Something to ignore
- Something that is going to go away
- Something for other people to worry about
- A box-ticking exercise

What it IS:

- A new way to think
- A good thing [we are all data subjects]
- A perpetual discipline
- Something for which as an individual you can be criminally accountable for if you willingly (maliciously) fail to act in accordance with a company's policies and regulations
 - BUT the real risk is customers' trust



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