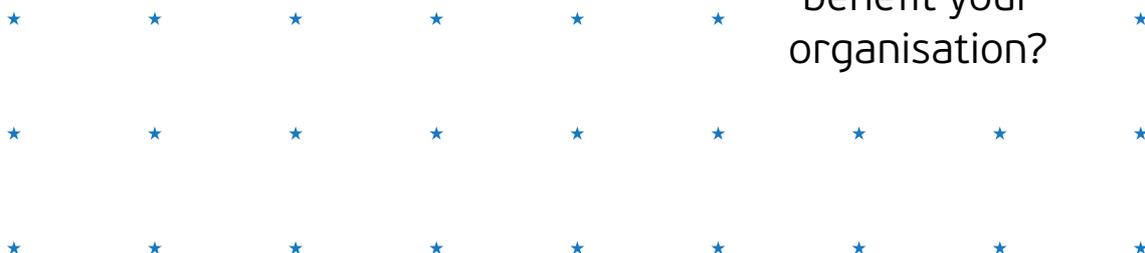


The GDPR is coming



How can it benefit your organisation?



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The GDPR is coming: How can it benefit your organisation?

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You have most likely heard about the General Data Protection Regulation (GDPR), the sweeping EU data protection regulation coming into effect on May 25th, 2018. It is designed to harmonise data protection laws across Europe, to protect and empower all EU citizens privacy and to reshape the way organisations across the region approach privacy and data protection. This guide outlines ways your business can prepare, with a Q&A section at the end.

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About this document

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This document is intended to provide you with information about the GDPR and what Visma is doing about it. This document must not be interpreted as legal guidance. We recommend that you seek your own legal advice and monitor this field closely.

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What is the overall purpose of the GDPR?

The overall purpose of the GDPR is to protect the personal data of EU citizens, in a consistent way across the EU countries. The GDPR grants certain rights to individuals for any personal data that is being processed by businesses and organisations, such as employers and service providers.

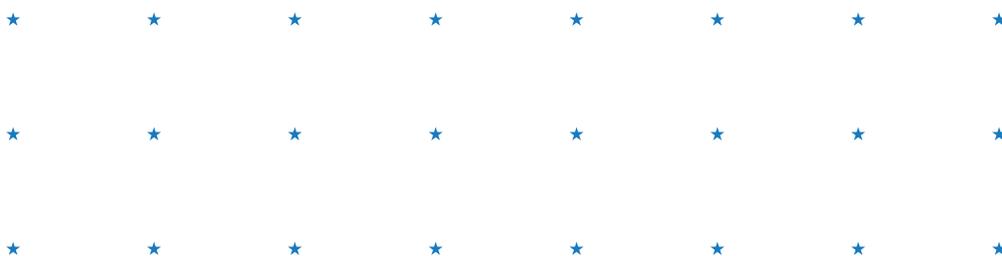


Personal Data = more than you may think...

Article 4(1) of the GDPR says: 'personal data' means any information relating to an identified or identifiable natural person ('data subject'); an identifiable natural person is one who can be identified, directly or indirectly, in particular by reference to an identifier such as a name, an identification number, location data, an online identifier or to one or more factors specific to the physical, physiological, genetic, mental, economic, cultural or social identity of that natural person.

Who does the GDPR apply to?

Every business or organisation collecting personal data from data subjects who are in the EU (including the EEA) is subject to the GDPR. A business or organisation does not need to be established in the EU to be subject to the GDPR terms. If you are located outside of the EU and process personal data from data subjects who are in the EU, the GDPR applies to you.





The seven GDPR principles under the GDPR, data processing must involve:

- 1 Lawful, fair, and transparent processing** – emphasising transparency for data subjects.
- 2 Purpose limitation** – having a lawful and legitimate purpose for processing the information in the first place.
- 3 Data minimisation** – ensuring data is adequate, relevant and limited, and organisations are capturing the minimum amount of data needed to fulfil the specified purpose.
- 4 Accurate and up-to-date processing** – requiring data controllers to make sure information remains accurate, valid, and fit for purpose.
- 5 Limitation of storage in a form that permits identification** – discouraging unnecessary data redundancy and replication.
- 6 Confidential and secure** – protecting the integrity and privacy of data by making sure it is secure, which extends to IT systems, paper records, and physical security.
- 7 Accountability and liability** – demonstrating compliance.



Visma is the data processor on behalf of our customers. However, the legitimate basis is the responsibility of the customer. Much is being made of the difficulty of getting ready, but as you can see, there are benefits in the long run to businesses.



Benefits of the GDPR

In order to benefit from the GDPR, businesses will need to take a more strategic approach to both privacy and data management than many have ever achieved before. Here are five ways the GDPR is going to benefit European businesses.

1 Competitive advantage

is also a very important point, as is reducing risk in the business.

2 As it is often said, 'Data is the new oil.'

As for data analytics/ big data, the GDPR is about ensuring legitimacy for such operations. Key here is that companies are actually more free to do so now, but with greater responsibility.

For data analytics to work at its true potential the data you need is clean, updated, accurate, relevant data. When it comes to personal data, you need its use to be acceptable to each individual. Clean data means clearer profits.

3 Innovation benefits

Innovative businesses can deliver relevant data protection technologies and offer flexible solutions. Innovating network operations and services will have a positive impact on consumers.

4 Using the GDPR to establish trust

At first sight the GDPR just becomes a regulatory pressure on companies to do the right thing. However, those who invest in, and demonstrate high levels of security, will reap the benefits. Ultimately, taking the GDPR seriously and implementing in a structured way will provide a prize that has, to date, eluded many of the major players online: Trust. However, this "trust" is not automatic for much of the information on the Internet, and most are not convinced of its trustworthiness. The possibility of creating an environment in which their customer's trust is reflected, not just in a warm glow, but in the bottom line as well.

5 Maintaining a positive reputation

Businesses that provide risk-based security and transparency will benefit by continuing to be viewed as a compliant provider.



Visma and the GDPR

Visma naturally sets out to ensure that all of our software services, to the very best of our efforts, are compliant with the GDPR. Therefore, we have designed a comprehensive framework specifically with the GDPR in mind, comprised of the following main components:

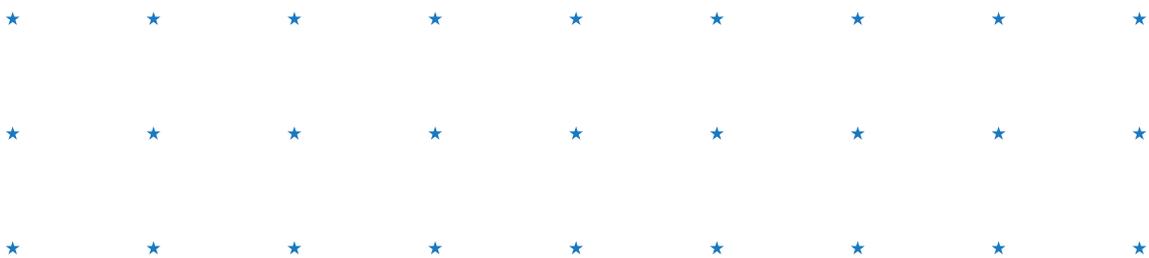
- training for our employees
- privacy and data protection built into development and production
- dedicated data protection manager
- a revised data processing agreement

Status and more information

We will update the [Trust Centre](#) with more details and information as we get closer to May. At the moment, we're hard at work ensuring that our software services will meet your requirements, and those of the GDPR.

We have worked on this for quite some time already, and are confident we will meet the deadline in May 2018.

If you require more information in the meantime, please do not hesitate to contact us at trust@visma.com



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Conclusion

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Businesses need to be actively preparing to ensure they are GDPR-compliant. For many businesses, it will be a matter of identifying what measures are already in place, identifying what steps are needed to comply with the regime, and then filling any gaps. The legislation is coming in and companies should not be complacent.

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Complying with the GDPR will require significant time and effort, but there are positive implications to the regulation, like the importance of change, opportunity to gain trust and have legitimate data. The continuous evolution of the digital economy should be seen as a step in the right direction.

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Questions & Answers

Q: When does the GDPR come into effect?
A: May 25th, 2018.

Q: Should my company take any actions before the GDPR comes into effect?
A: Yes. All companies handling personal data originating from the EEA will need to take required actions. The first step is to perform a thorough analysis of how the GDPR may impact your operations. Since the GDPR does not entail transitional arrangements, it will have effect from day one, so companies will need to be ready by May 25th, 2018.

Q: Can Visma help me with my GDPR readiness program?
A: No, this is unfortunately not a service we are able to provide. However, there is a whole ecosystem of companies specialised in assisting firms in their efforts to become compliant. They include law firms, data security and compliance companies, and industry organisations. A quick search on the web will help you find many more.

Q: Obtaining consent from data subjects is key under the GDPR. Who is responsible for that?
A: The data controller is fully responsible for obtaining consent, and Article 13 of the GDPR is core to this.

Q: Is consent required for any processing of personal data?
A: No. Consent is only one of six lawful grounds for processing personal data.

Q: Our company is not collecting any personal data originating from the EU. Does the GDPR apply to us?
A: No.

Q: Does data collected from data subjects based in the EU or EEA have to be stored on servers in the EU or EEA?
A: No. There is no localisation requirement under the GDPR. The GDPR requirements relate to the adequacy of the operational, technical and security measures in place with the parties processing the personal data outside of the EU. However, transferring personal data out of the EU should be made using certain legal mechanisms, such as the EU's Standard Contractual Clauses.

Q: Are any countries outside of the EU already approved by the EU as "safe countries" for the processing of personal data originating from the EU?
A: Yes. The US is deemed to provide adequate protection if the recipient is registered under the US Department of Commerce's US-EU Privacy Shield.

