



7 tips to help prepare your business for GDPR



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Introduction

The EU General Data Protection Regulation (GDPR) is the most important change in data privacy regulation in over 20 years. It is set to come into effect on the 25th May 2018 and will replace the EU's 1995 Data Protection Directive. It is designed to harmonize data laws across Europe, protect and empower all EU citizens data privacy and reshape the way businesses across Europe approach data privacy.

Many of the main concepts and principles of the GDPR are similar to those in the current Data Protection Directive. However, the GDPR is more detailed and precise in certain areas and takes into account the challenges in the rapidly evolving digital world, giving rise to privacy risks for data subjects.

Personal data is defined on the EU GDPR [Portal](#) as any information related to a natural person or data subject, that can be used to directly or indirectly identify that person. Anything from a name, photo, email address or bank details.

If your business is complying properly with the current law, then most of your approach to compliance will remain valid under the new law and is a good starting point to build from.

However, there are new elements and significant enhancements that your business needs to be aware of in order to meet the new compliance standards.

According to a [survey](#) of 1350 companies around the world, conducted by cybersecurity firm NTT, many companies are completely clueless about GDPR. Surveys have shown that small businesses tend to be least prepared for this new law.

To help ensure your business doesn't get caught out, you can use the checklist below as a starting point. It is important to start planning your approach to GDPR compliance now and ensure you have all key people in your business on board.



“GDPR is the biggest legal change of the digital age.

Mark Lomas, Capgemini

7 tips to help prepare your business for GDPR



1. Educate

Ensure that everyone within your business is aware that the law is changing and understands the impact of GDPR. You can find out more on the EU's GDPR [Portal](#).



2. Document

It is important that you document all personal data your business holds, where it came from and who you share it with. The GDPR requires that you maintain records of your storage and processing activities and comply with accountability and data protection principles.



3. Review

You should review your current privacy notices and make a plan for how to update in time for GDPR. This is due to the fact that additional information will need to be communicated, as under GDPR there are new points you need to specify, such as the lawful basis for processing the data and the individual's rights. GDPR requires that this information is provided in clear, concise and easy to understand language. Read more about privacy notices and GDPR, [here](#).



4. Consent

With GDPR, consent is much stricter and the starting point in order to use customer data for things such as marketing, maintenance, fraud checks and support. So you should review how you seek, record and manage consent and if you need to make changes. If your current consent process does not meet GDPR standards, update now.

Consent must be freely given, specific, informed and unambiguous, pre-checked boxes are not allowed. There must be a positive opt-in, meaning the customer has chosen to participate and granted permission, and that this is properly documented and easily withdrawn.



5. Rights

Check your current procedures to ensure they cover all individuals' rights, including the right to rectification and the right to be forgotten.



6. Children

The GDPR will bring in special protection for children's personal data. Parental consent will be required to process the personal data of children under the age of 16 for online services; member states may legislate for a lower age of consent, but this will not be below the age of 13. Therefore, if your business offers online services to children, you need systems in place to verify age and obtain parental or guardian consent for any data processing activity.



7. Data Breaches

Make sure you have the right procedures in place to detect, report and investigate a personal data breach. Data breach notification becomes mandatory under the GDPR.

Disclaimer! This is not a complete EU compliant checklist or legal advice for your company to use in complying with EU data privacy laws like the GDPR. It simply provides background information and tips to help you better understand the GDPR. Please refer to the [EU GDPR Portal](#) for specific details.

“Accountability is at the centre of all this: of getting it right today, getting it right in May 2018, and getting it right beyond that.

Elizabeth Denham, Information Commissioner

Conclusion

The European Union is taking this new data protection law extremely seriously, any company that does not comply risks being fined up to 4% of their global turnover.

The GDPR will apply to all members of the EU and EEA from May 25, 2018. It affects anyone holding data on EU citizens, including companies outside of Europe.

Small businesses often have limited resources and margin for error compared to larger enterprises who have a bigger cash flow buffer to tackle wide-reaching challenges such as GDPR. Therefore, consider getting external help so you ensure compliance prior to this new law going into effect on the 25th May 2018.

In doing so, you will be able to build trust with your audience by showing them you take their privacy rights seriously and respect the new law and legislation.

What's more, GDPR offers a fantastic long-term opportunities for businesses as it comes at the same time as cloud and new technology makes it possible to retrieve, store and analyze large amounts of data. This provides valuable insights, allowing your business to better meet customer expectations and needs in new and improved ways.

For more information, visit the EU's [GDPR Portal](#), where you will find lots of relevant information and also a comprehensive [FAQ](#) section.

“There's a lot in the GDPR you'll recognise from the current law, but make no mistake, this one's a game changer for everyone.

Elizabeth Denham, Information Commissioner



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Visma is the Nordics leading supplier of business software and services. Our continuous commitment and focus on development have helped warrant us this position; along with our pioneering role and focus on cloud solutions and services.

We have been offering cloud solutions for more than 15 years. Over the years, we have established processes, methods and technologies and embraced proven standards to meet our customers' security, privacy and accessibility needs.

Our goal

We work towards providing IT solutions that keep our customers one step ahead of their competition.

Our goal is to promote competitiveness and contribute to the creation of growth and effectiveness for our customers.

Our focus on security

Security is at the heart of everything we do. We understand that in order for you to embrace the benefits of the cloud, you must be prepared to entrust us with one of your most valuable assets, your data.

When you invest in a cloud service, you must be able to trust that your data is safe, that the privacy of your data is guaranteed and that the service is fully compliant with laws, regulations and standard practises.

Our [Trust Centre](#) provides you, with all of the information you need to make a qualified decision about Visma as your service provider.

Our commitment

We are committed to our customers, who are at the core of everything we do. We are aware that as a growing and developing business, your needs are constantly changing. Therefore, we ensure that our solutions are always aligned with the changing legal requirements and regulations and understand how crucial this is for the success of your business.

Therefore, as the Nordics leading supplier of business software and services, Visma is the vendor with the experience and expertise to help your business succeed.

Today, we are helping more than 500,000 businesses to run their business successfully.

"Visma has helped us get a good overview of accounting and sales. In addition, the solution has allowed us to setup a professional online store that looks great and we are very pleased with."

- Rene Halle Jensen, Chairman in chappie.no