

GDPR

The General Data Protection Regulation, also known as GDPR, is a new directive that will take effect on May 25th, 2018. The aim of the GDPR is to protect and empower individuals from privacy and data breaches in an increasingly data-driven world. As a result, individuals will have more control over their online presence and personal information. The responsibility of keeping data secure applies to IEEE. We are required to carefully review and redesign our privacy policies and every single business process that touches personal data.

GDPR Key Changes

1. **Penalties:** A breach of GDPR can result in charges of up to 4% of annual global turnover or 20 million euros, whichever is higher.
2. **Consent:** The use of personal data will require explicit consent from individuals. Organizations must request consent in an intelligible and easily accessible form. Consent must be just as easy to withdraw as it is to give. This allows individuals to opt out of:
 - Data being sent to third parties
 - Newsletters
 - Surveys
 - IEEE marketing
3. **Right to be Forgotten:** Individuals will hold the "right to be forgotten" which requires IEEE to erase their personal information from IEEE databases.
4. **Breach Notification:** Companies will be required to report data breaches to customers within 72 hours of first becoming aware of the breach.
5. **Privacy by Design:** Companies must process only the data necessary for the completion of their duties (data minimization), as well as limiting the access to personal data to those needing to act out the processing.

