

# What is GDPR?

The GDPR Transparency & Consent Framework was launched in Europe on April 24, 2018, with the objective to help all companies in the digital advertising industry ensure that they comply with the EU's General Data Protection Regulation, when processing personal data or accessing non-personal or personal data on user devices.

The GDPR applies to any business that does one or both of the following:

- ▶ Offers products or services to citizens of the EU
- ▶ Collects personal information from citizens of the EU

It's important to note that if you meet either of these criteria, **your company must adhere to these new data privacy and security measures, regardless of whether the organization is located within the EU or not.**

## What are the goals of GDPR?

The new regulations are designed to achieve four main objectives:

-  **Protect**  
The personal data of EU citizens
-  **Unify**  
The duties and responsibilities of controllers and processors
-  **Control**  
Give control to data subjects over their processed data
-  **Simplify**  
The means of data collection and processing

## What is considered personal data according to GDPR?

**Article 4.1:** "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."

Additionally, the GDPR notes that online identifiers can constitute personal data. The GDPR explains:

... natural persons may be identified with online identifiers which are provided by:

- ▶ Devices
- ▶ Applications
- ▶ Tools
- ▶ Protocols, such as IP (Internet Protocol) addresses
- ▶ Cookie identifiers (and similar web tracking technologies)
- ▶ Radio Frequency Identification (RFID) tags (the Internet of Things)

## Shortlist of GDPR Rights and Requirements

- ▶ **The right to data portability:** individuals can request and receive their personal data from controllers in a structured, commonly used, and machine-readable format. Data subjects have the right to transmit that data to another controller.
- ▶ **The right to rectify inaccurate or incomplete personal data:** requires controllers who process personal data to enable data subjects to request rectification of "inaccurate personal data;" and the completion of "incomplete personal data."
- ▶ **The right to restrict the processing of personal data:** individuals may request a temporary restriction of processing activities utilizing their personal data in certain circumstances, for example if a data subject objects to the processing of that data, but the controller has a legal requirement to retain it.
- ▶ **The right to erasure of personal data ("right to be forgotten"):** GDPR requires that a controller processing personal data must enable data subjects to exercise their rights by giving them a way to submit requests to erase their personal data.
- ▶ **Secure personal data:** controllers who process personal data to maintain a high standard of security.
- ▶ **Detect and respond to data breaches:** controllers are required to maintain appropriate technologies and processes to secure personal data and defend against personal data breaches. If a personal data breach does occur, a controller may be required to quickly notify regulators and may also be required to notify affected data subjects within 72 hours. Data processors will also be required to notify their customers, the controllers, without undue delay after first becoming aware of a data breach.



If you have any questions about Digilant's commitment to GDPR, please reach out to us at [privacy@digilant.com](mailto:privacy@digilant.com).

Other resources you can check include:

- ▶ **[European Data Protection Regulation \(full text\)](#)**
- ▶ **[Digilant's privacy policy](#)**
- ▶ **[IAB's GDPR Checklist](#)**
- ▶ **[GDPR FAQs](#)**