

The General Data Protection Regulation (GDPR)

The General Data Protection Regulation (GDPR) in EUROPE presents the most ambitious and comprehensive changes to data protection rules in 20 years. Fines could be up to 4% of the non-compliance company's annual turnover.

The GDPR applies to all companies worldwide that process data assets of EU citizens and with the global client base of SMSS worldwide, SMSS decided to comply by managing and protecting valuable data assets through advanced data classification, out-of-the-box entity extraction, and automated policy enforcements.

The GDPR platform of SMSS constantly looks for compliance violations and provides automatic remediation with the click of a button. The platform also includes reports which enable businesses to measure risk and meet GDPR regulation requirements.

GDPR requirements

Individual Consent

Article 7 states that processing personal data must be based on the data subject's consent. The data controller must be able to demonstrate the individual's consent by providing supporting documentation containing the consent.

Data Retention

Article 5 states that personal data must not be retained for longer than necessary in relation to the purposes for which it was collected. Retention periods must be defined and enforced for each data type

Data Discovery

Data mapping is an essential prerequisite for GDPR compliance. Identifying the location, access-rights and ownership of data together with its content classification is the foundation for compliance

Right to Data

Article 15 states that the data subject shall have the right to obtain from the data controller confirmation as to whether or not personal data concerning him or her is being processed. Where this is the case, the individual has the right to immediately receive a copy of all the data concerned

Right to be Forgotten

Article 17 states that the data subject may request deletion of any piece of data containing information about him or her. The data controller must comply without undue delay and delete the information

Demonstrate Compliance

Regulators and Data Protection Authorities (DPAs) may conduct audits in which the data controller must demonstrate GDPR compliance. Auditors will require reports that prove that GDPR rules are constantly enforced