



Scottish
Agritourism

24th September
2020

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GDPR

FUNDAMENTALS



Background

Data Protection Act 1998

Paper→Technology

Social Media

Abuse concerns



August 2020

Data breaches and cyber attacks
in August 2020 – 36.6 million
records breached!

Luke Irwin 1st September 2020

There were a massive 99 data breaches and cyber attacks in August, making it the third-biggest monthly total of the year by number of security incidents.



GDPR Scope

Personal data (sensitive?)
Electronic or hard copy
Images/video
EU citizens
Minors
3rd parties
Penalties



Key Elements 1

What data do you have?

Why do you have it?

What do you do with it?

How do you keep it secure?

Who gets to see it?

How long do you keep it?



Key Elements 2

Governance

Risk Management

Documentation

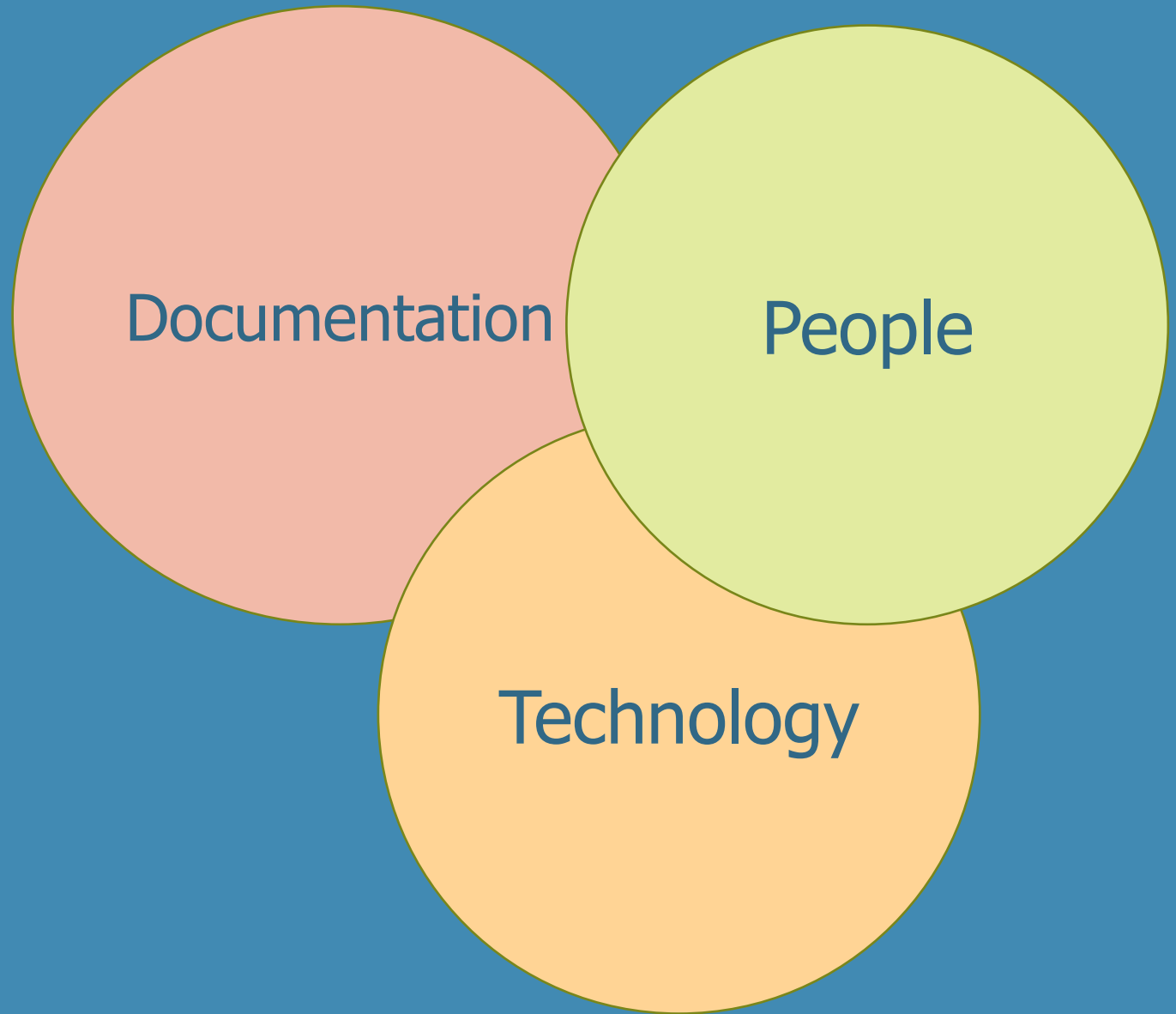
Accountability

Procedures

Transparency & openness



Organisational
Context





Overarching
controls

6 Core principles

Rights of Individuals

Legal basis for processing

Technical and organisational
measures

NB: - (e privacy regulation)



Business Benefits

Trust & Integrity

Market leader

Brand reputation

Avoid complaints

Save time

Avoid ICO fines

Avoid civil claims

Feel good factor



Acid test

Treat other peoples
personal data as if
it were your own!



QUESTIONS & THOUGHTS





That's
all
folks

Thank you!



Contact

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for a free initial consultation



The 6 Data Protection Principles

Processed lawfully, fairly and in a transparent manner.

Collected for specified, explicit and legitimate purposes.

Adequate, relevant and limited to what is necessary.

Accurate and, where necessary, kept up to date.

Retained only for as long as necessary.

Processed in an appropriate manner to maintain security.



Individual Rights

Right to be informed.

Right of access.

Right to rectification.

Right to erasure (right to be forgotten).

Right to restrict processing.

Right to data portability (for automated processing).

Right to object.

Rights related to automated decision making and profiling.



Legal basis For Processing

PROCESSING WILL ONLY BE LAWFUL IF ONE OF THE FOLLOWING CONDITIONS IS MET: -

Data subject gives clear **consent** for one or more specific purposes. (**marketing and sensitive data**)

Processing is necessary to meet **contractual obligations** entered into by the data subject.

Processing is necessary to comply with **legal obligations** of the controller.

Processing is necessary to protect the **vital interests** (life) of the data subject.

Processing is necessary for tasks in the **public interest** or exercise of authority vested in the controller.

Processing is for the purposes of **legitimate interests** pursued by the controller.



