

GDPR

Six points
to remember

1 It impacts everyone

GDPR updates the regulations around:

- What qualifies as personal information
- How data should be collected, stored, protected and managed

Data governance specialists and IT/storage management teams will be heavily affected

“The most important change in data privacy regulation in 20 years”

2 The fines are significant



Failure to comply could result in fines of up to **€20 million** or **4% of global turnover** (whichever is greater)



Immune to Brexit – GDPR applies to any company conducting business within the EU

75% of UK companies do not understand the full implications of GDPR on their IT infrastructure and systems¹

¹Based on a survey conducted with subscribers online by Computing Research, sponsored by IBM, July 2017

3 Planning is key

GDPR goes further than the UK Data Protection Act (1998) and EU Data Protection Directive

Prepare to spend time updating:

- Websites
- Contracts
- Terms and conditions

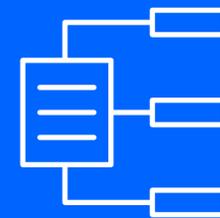
Only **9%** of UK businesses have a specialist team/s solely concerned with GDPR²

4 Interfaces must be updated



Check applications

test how they collect and process personal data



Implement additional controls
ensure consent is explicit rather than assumed



Review interfaces and processing logic

identify what needs to be updated to help users understand what personal data is being collected

5 “Personal data” covers more

GDPR is widening what is considered “personal data” to include:

- IP addresses
- Pseudonymised data (where identifying information is removed and stored separately)

Only **27%** of UK companies are confident they have the necessary policies and processes to identify personal data and control when and how it is collected, protected and stored³

³Based on a survey conducted with subscribers online by Computing Research, sponsored by IBM, July 2017

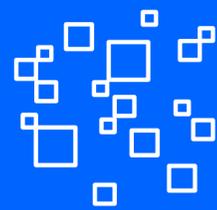
6 Data must be (fully) deletable



The **right to be forgotten** is further underpinned by GDPR



Companies must be able to delete personal data and **erase every copy** of it when required



Businesses will benefit by **avoiding data sprawl** across their IT infrastructure

15% – the proportion of UK companies that are confident they could locate every copy of a particular piece of data⁴

⁴Based on a survey conducted with subscribers online by Computing Research, sponsored by IBM, July 2017

How IBM can help

Our **Spectrum Protect Plus** solution can support your IT infrastructure to help respond effectively to GDPR:



Deletion

Managed through robust data expiration and catalogue maintenance functions



Privacy by design

Managed through role-based access control and data encryption for data that traverses the network



Accessibility

User access is controlled by the System Administrator – who has access to data and can grant or restrict access to individual users.

“File Restore” provides quick searches of individual files, facilitating data availability and “Instant Access” provides searches of snapshots and recovery points



Portability

A detailed log of user actions can be searched and downloaded



Breach identification

Monitoring of client restore or retrieve requests helps administrators detect unusual behaviour

IBM® Spectrum Protect™ Plus is a data protection and availability solution for virtual environments that can be deployed in minutes and protecting your environment within an hour. It simplifies data protection, whether data is hosted in physical, virtual, software-defined or cloud environments. It can be implemented as a stand-alone solution or integrate with an IBM Spectrum Protect environment to off-load copies for long-term storage and data governance with scale and efficiency.

IBM GDPR Legal Disclaimer

Clients are responsible for ensuring their own compliance with various laws and regulations, including the European Union General Data Protection Regulation. Clients are solely responsible for obtaining advice of competent legal counsel as to the identification and interpretation of any relevant laws and regulations that may affect the clients' business and any actions the clients may need to take to comply with such laws and regulations. The products, services, and other capabilities described herein are not suitable for all client situations and may have restricted availability. IBM does not provide legal, accounting or auditing advice or represent or warrant that its services or products will ensure that clients are in compliance with any law or regulation. Learn more about IBM's own GDPR readiness journey and our GDPR capabilities and offerings to support your compliance journey at www.ibm.com/gdpr.

**Speak to one of our
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