

Key Facts About the GDPR

WHAT RIGHTS DOES THE GENERAL DATA PROTECTION REGULATION GIVE INDIVIDUALS?

- **Right to be informed:** Organizations must be transparent about how they use personal data
- **Right of access:** Individuals have the right to access their personal data
- **Right to rectification:** Individuals have the right to have their personal data rectified (for example, if it's inaccurate or incomplete)
- **Right to erasure:** Individuals have the 'right to be forgotten'—meaning, they have the right to have their data deleted
- **Right to restrict processing:** Individuals have the right to block or suppress processing of personal data
- **Right to data portability:** Individuals have the right to obtain and reuse their personal data for their own purposes across different services
- **Right to object:** Individuals have the right to object to processing of their personal data
- **Rights in relation to automated decision making and profiling**



HOW MUCH CAN I GET FINED?

- **€10 million (roughly £8 million) or 2% of your annual turnover—whichever is higher**—for not keeping proper records, violating data breach notification requirements, failing to appoint a data protection officer when necessary and more
- **€20 million (roughly £16 million) or 4% of your annual turnover—whichever is higher**—for violating the basic principles for processing, ignoring data subjects' rights, incorrectly transferring personal data and more

WHAT QUALIFIES AS PERSONAL DATA?

Any information that can directly or indirectly identify a person, such as:

- Name, identification number, location data or an online identifier
- Factors specific to a person's physical, physiological, genetic, mental, economic, cultural or social identity

If you're unsure whether something is personal data, the best practice is to treat it as such.

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