

Get Your Tech Stack Ready for GDPR

With the General Data Protection Regulation ('GDPR') coming into force on 25th May 2018, is your technology ready for the GDPR? Non-compliance will result in stringent financial penalties, so it's vital that your business has everything evaluated and implemented before the deadline.



What is GDPR?

The GDPR is aimed at intensifying data protection for all individuals within the European Union (EU). It expands the rights of individuals to control how their personal information is collected, processed and stored. It's important to note that the UK will still be bound by this EU regulation even after Brexit, so it's essential that you are aware of the regulation and act accordingly especially if your business is in the digital sphere.

Who does GDPR apply to?

In a nutshell, almost every company and organisation who processes or controls data needs to take heed and act in accordance with the GDPR rules. Whether you are in finance or healthcare, small or big, if you hold and process individual's personal data, the GDPR applies to you and you must comply with it.

Industry perspective – Healthcare

Consider the healthcare industry, it holds and processes large amount of sensitive data and is also an extremely vulnerable industry that is easily targeted by criminals. Hence, there is no doubt that the new GDPR regulations will have a far-reaching effect on all sorts of areas of digital health, across websites, apps and programs in particular.

Many health apps allow users to store and share their data with others to compete against each other. However, after May 2018, anyone wishing to have their profile or data wiped, if it is not being used for the original purpose should be able to have that request fulfilled. The GDPR affects a broad spectrum of data within the health category and therefore digital health companies must ensure they have appropriate infrastructure, policies and protocols in place to be GDPR compliant. The regulation itself does not penalise you for collecting data, but how it's collected, stored and used will be subject to much tighter scrutiny.

How DataArt can help

At DataArt, we can assist you in making your technology compliant with the new regulation. As part of our broader security and compliance services, we offer:



Consulting on data processing and protection, including encryption and pseudonymisation of personal data



Implementing new features due to additional rights of individuals and conditions for consent



Consulting on accountability and record keeping



Consulting on data breach management and risk assessment



Ensuring the ongoing confidentiality, integrity, availability, and resilience of processing systems and services



Building private by design solutions

Compliance benefits

Complying with the GDPR requirements brings the following benefits:



Building customer trust



Improved information security



Improved brand image and reputation



Improved competitive advantage



Preventing severe financial losses *



Improved data governance

* Non-compliance with the GDPR means you would be liable for fines up to €20 million or 4% of the company's annual worldwide turnover, whichever is greater.

The authorities can also apply other measures towards the company such as issuing warnings and conducting audits, or even temporary or permanent bans.

Key changes in the GDPR



An expanded definition of personal data



New and strengthened individual rights and conditions for consent



Greater liability



Extra-territorial effect and cross-border data transfer



Risk based accountability



Breach notification requirement



Data Protection Officer requirement



Stricter technical and organisational measures

As a trusted technology partner, DataArt applies its vast industry knowledge and domain expertise to build landmark enterprise and mobile applications for leading companies across various industries: Finance, Healthcare and Life Sciences, Travel & Hospitality, Retail, Media, IoT, iGaming and more. We work with clients that recognise the need for a partner who can offer the best approach and then build custom solutions that generate high returns with little risk.