



# WEBINAR

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5 Common Compliance Mistakes & How To Avoid Them



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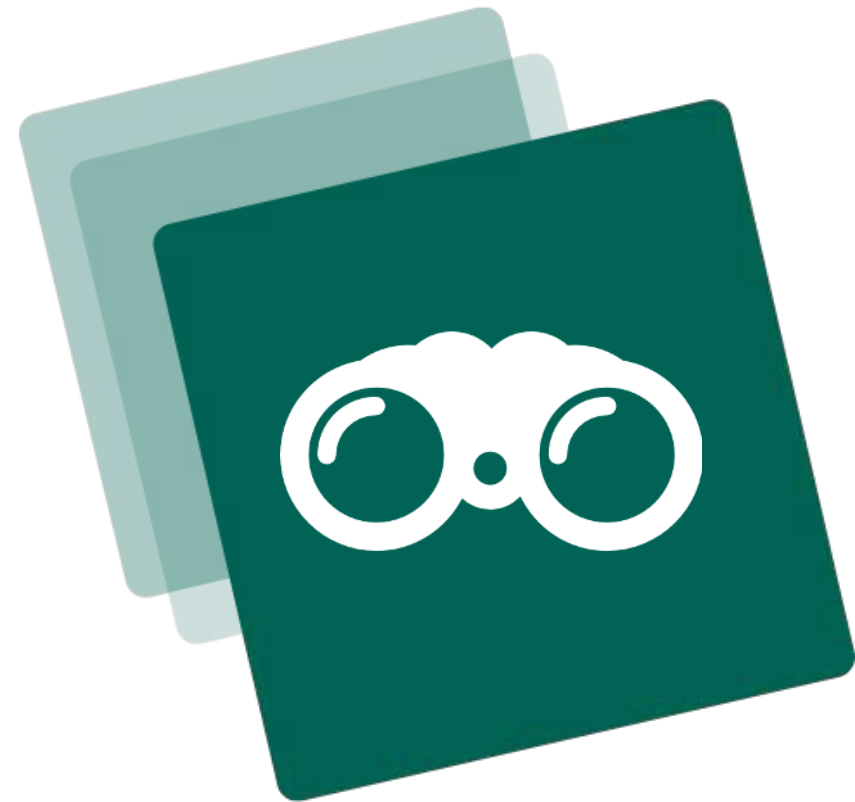
**Send us your  
questions!**

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# Agenda



**Causes Of Compliance  
Mistakes**



**5 Common Mistakes**



**Case Study:  
*British Airways***



**Key Takeaways**



# Causes of compliance mistakes



Compliance mistakes have a variety of causes, so let's look at the root of the problems to begin tackling it.



## Compliance Focus Issues

Confusion regarding where to focus internal work - department, certain regulations etc



## Lack of Internal Communication

Not communicating to employees that they are part of the process of keeping up with GDPR compliance



## Legal & Regulatory Landscape Changes

Changes to the law and landscape (such as DPIA 2018/Brexit) result in changing requirements.

# No 5



## Failure to realise compliance is an ongoing task

- Compliance is not a one and done exercise
- However, sometimes data protection managers focus on achieving compliance a single time and forget about updating it. E.g forgetting to update a cookie banners when the company start using a new tool..

### What to do:

- **Regularly review** measures and processes, update where necessary, changes in the law require adaptations to your data protection programme.
- Must **continue to audit** and **maintain** certification as necessary to ensure that policies and procedures are enforced and remain current.

*“Compliance is a huge accomplishment. Now, you need to show that you can maintain that compliance.”*

## No 4



# Compliance is purely an IT department issue

- Business policies may include a commitment to data security and privacy.
- Unlike cybersecurity, which is a job for IT professionals, **data protection requires effort from all employees dealing with sensitive data.**
- Cybersecurity covers safety against cyberattacks, while data protection covers a set of issues related to data storage, management and access.

### What to do:

- Implementing a compliance programme with a set of **best practices for privacy and data security** will surely help mitigate these risks



## No 3



### Focus too much on compliance process itself

- Data protection specialist sometimes undermine the value of the compliance program and what it can bring to a company.
- Consider how you can implement privacy by design and improve the company culture.

#### What to do:

- A lot of risks could be avoided if operational and regulatory requirements are **adapted to the business context**.
- Compliance manager should be approachable.





## No 2



### Undervaluing the importance of involving employees

- Not all companies ensure that employees are aware of their obligations when processing personal data
- Most incidents and penalties for non-compliance with data protection regulations could be avoided with proper training

#### What to do:

- **Data protection training for employees:** Training in data protection is essential to avoid risks
- All persons involved in data processing will know how to prevent security breaches





# No 1



## Thinking you don't need to appoint an EU Representative

- UK companies thinking that they don't need to be GDPR compliant/ appoint an EU representative post Brexit is a common issue.
- Many organisations just don't realise that an **EU Representative is not optional post Brexit**, if you're handling EU data (ie partners or clients), a rep is obligatory.
- Failure to appoint an EU Representative means that you either:
  - A) cannot handle EU data or
  - B) will be fined if you continue to do so.

### What to do:

- This one's simple - there's only one solution, appoint an EU Rep!

EU Representative is not optional post Brexit if you're handling EU data

# Case Study



## Ticketmaster UK was fined \$1.6M GDPR for data breach

- Data breach that exposed the personal information of 9.4 million customers across Europe.
- Ticketmaster failed to put appropriate security measures in place to prevent a cyber-attack on a chat-bot installed on its online payment page.
- **Didn't have sufficient security measures** in place to protect their systems, networks, and data but came from a clear **lack of communication**.

*ticketmaster*<sup>®</sup>



## Key takeaways

### Easy ways to keep being compliant

- Make data protection a company wide task
- Make sure all employees are educated!

### Things to remember

- Data protection isn't a one off
- DPOs and compliance managers can provide a lot of value outside of policies
- Communication is key!





# The Pridatect platform makes it easy to identify risks and protect data



## Identifying risks in time

Recognize and identify risks in the processing of personal data (customers, employees, providers ...). With the Pridatect platform we can identify and analyse threats and weaknesses in your processes.



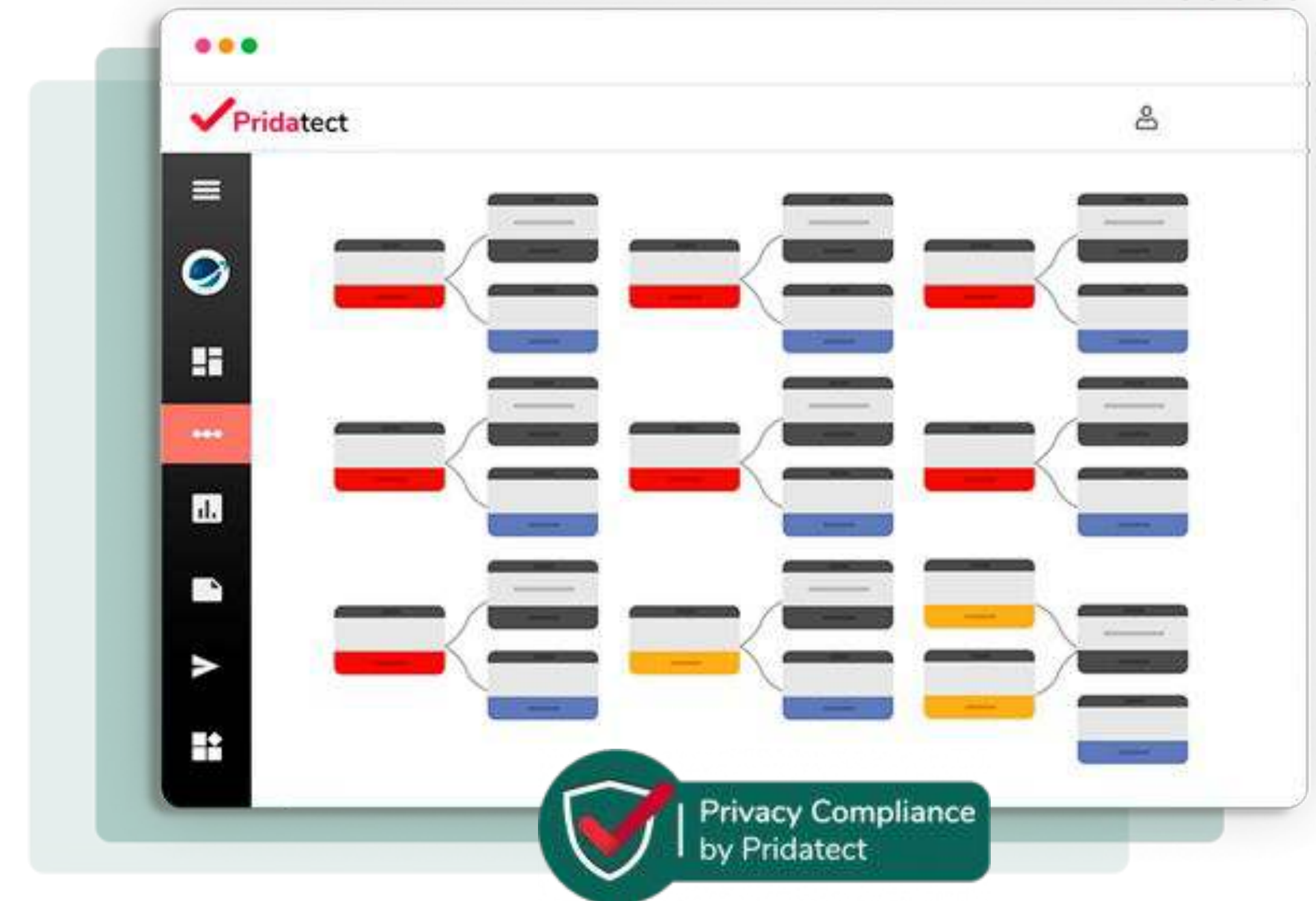
## Act when needed

Pridatect reports necessary measures and creates tasks for the departments responsible in your company to mitigate the risk. This makes the process of implementing data protection in your company super simple.



## Monitoring and alerts

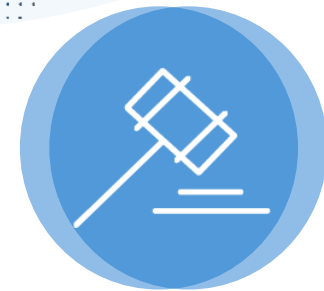
Data protection is an ongoing task within a company. Pridatect does not only help with the initial implementation, but also with ongoing risk monitoring and alerts that indicate necessary changes, updates and tasks.



# External DPO service or EU representation



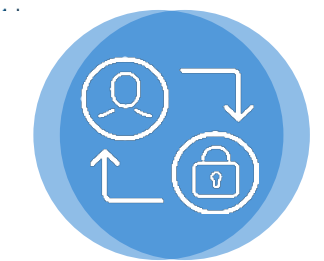
Assisted data protection with our expert team of DPO's that help you implement a regulatory compliance framework.



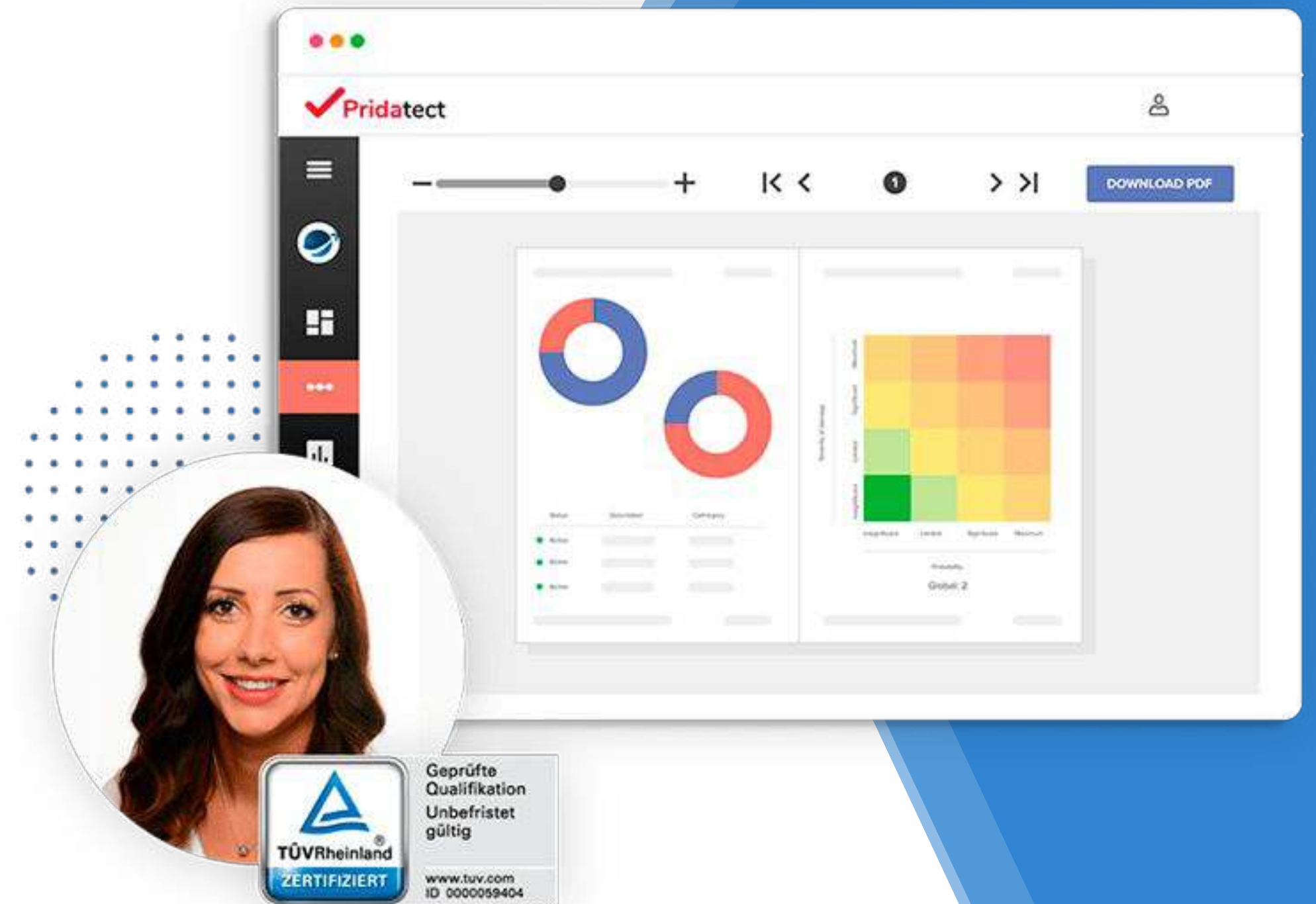
**Monitors your regulatory compliance** with the GDPR and other international privacy regulations, and indicates when actions have to be taken.



**Personalised advice for your company** including risk identification, data mapping, task verifications, international transfer management, data deletion protocols etc.



**Help in implementing a system of good practices** within your organization and is in charge of managing all critical processes, from data subject rights management to security breaches.





# Everything you need for a successful privacy program



## Trusted technology solution for your data protection

With all the functionalities you need



### Risk Assessment

Mitigate data protection risks



### TOMs

Define risk reducing technical and organisational measures



### Subjects access rights

Manage consumer and subject rights requests



### Impact Evaluation (PIA)

Automated privacy impact assessments



### Privacy reports

Generate automated privacy reports



### Secure Cloud Userdesk

Collaborate on our secured cloud environment



### GAP Analysis

Identify gaps in your data protection



### International transfers

Manage data transfers internationally



### External DPO service

Get a virtual DPO for your company



### Processing Activities

Keep an updated registry of processing activities



### Data breach management

Successful reactive management for data breaches



### Vendor contracts

Generate GDPR compliant vendor contracts



### Data Mapping

Map all of your companies data flows



### Website compliance

Generate privacy policies, cookie policies, terms & conditions



### Legal document automation

Create legal documents based on our models





# Just try it out for yourself!

Find out how Pridatect can help you with your privacy

Take control of data protection management and ensure that everyone in your organisation has the policies in place to ensure that personal data is not compromised when working from home. We at Pridatect help you to identify risks and take appropriate measures.

Book Your Free  
Demo

Contact us for a [free demo](#)



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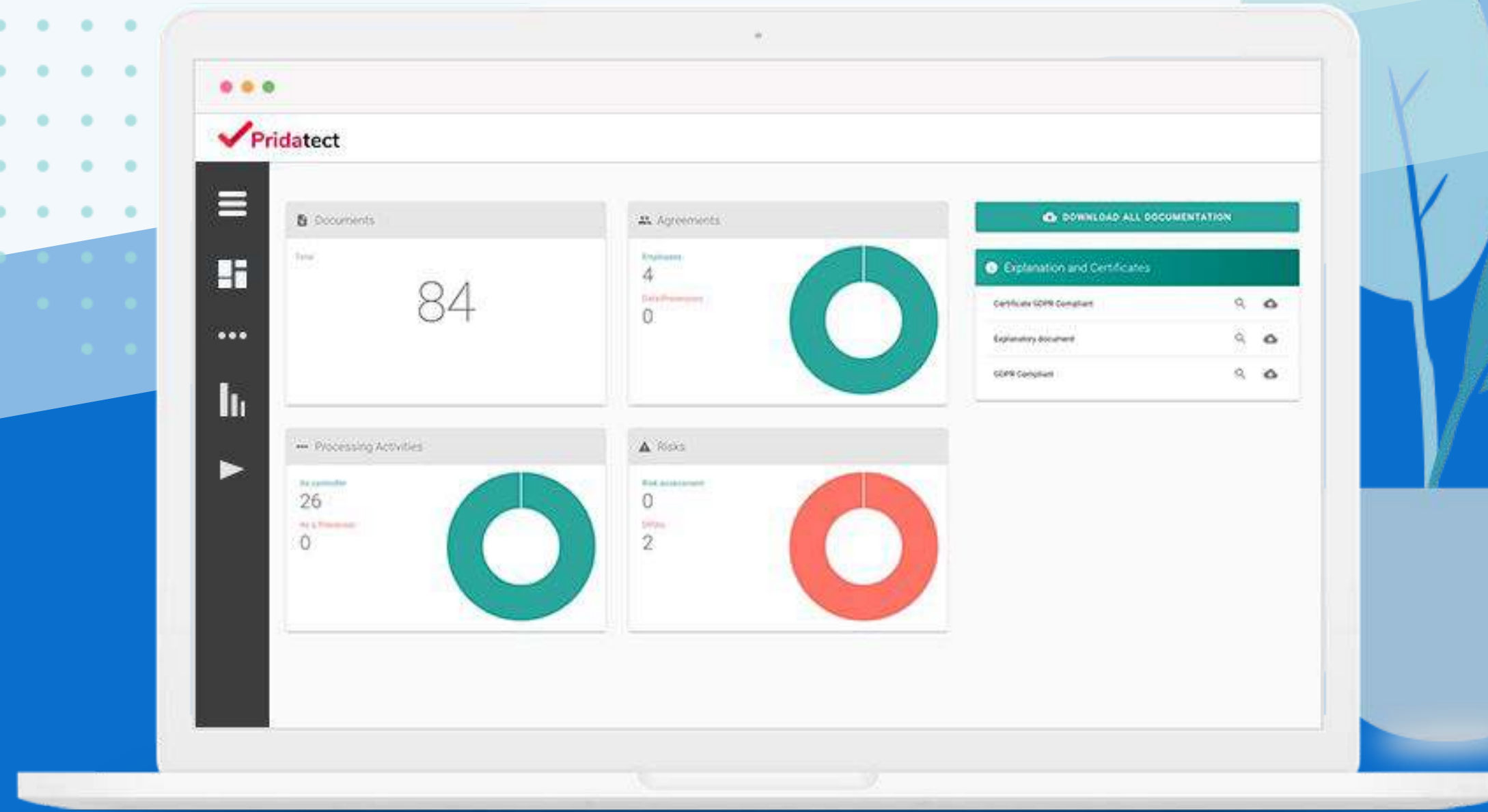
Wide range of industry  
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Thanks for joining our webinar!