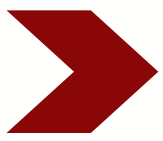




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DATA PROTECTION MYTHS



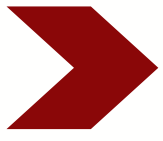
Once compliant, always compliant

Since the introduction of the GDPR, compliance is a journey. There will always be changes to business processes and new technology, which will need to be assessed, documented and dealt with.



We've bought some template documents - we are ok

Template documents can be a good starting point, but unless they are tailored to your business' processes, capabilities and technology, they are unlikely to be fit for purpose.



No one will notice-hardly anyone is compliant

Whilst no doubt true that many businesses have not done enough to be compliant, it only takes one breach of personal data (especially if it involves a group of data subjects) for your processes to be examined.



Data protection laws prevent marketing

Data Protection compliance efforts DO NOT prevent marketing. The aim of DP law is merely to ensure that personal data is used transparently and lawfully and that compliance processes are documented.



If you breach DP Law, you get fined

Fines are very unlikely to be levied, unless the breach is very serious. Wherever possible, the regulator will seek to assess your processes and make recommendations to help you improve them. If you don't comply with those...



As a business, you can choose to be on a spectrum of compliance (with associated risk), but choosing to do nothing is to choose unquantifiable risk.