GDPR

General
Data
Protection
Regulation

25 May 2018

10:30 Welcome

10:35 Introduction to GDPR
Andrew Dent, EU GDPR

Followed by Q&A

Break

11:20 Technical Fixes for GDPR compliance
Ross Edwards, Computercentric

Followed by Q&A

Lunch

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- **IT Support**
- **Software development**

- Software and hardware supply / installation
- AntiVirus and security software & hardware
- Accredited Microsoft partner
- Network infrastructure, copper and fibre-optic cabling installation
- Backup and disaster recovery
- Computercentric VirtEx Cloud Phone system
- Panasonic accredited telecommunications installers
- VOIP and traditional landlines and calls
- Business broadband
- Leased lines and site-to-site connectivity
- Web hosting and domain name management
- Business relocation projects

TECHNICAL FIXES FOR GDPR COMPLIANCE

Ross Edwards

TECHNICAL FIXES FOR GDPR COMPLIANCE

- Compliance not just about a software or hardware fix

- Technical fixes should be investigated after completing an assessment of your business processes under the spotlight of GDPR

- Technical fixes should be considered part of your GDPR compliance programme, not a quick route to compliance

- Beware of scaremongering

★ GDPR ★

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TECHNICAL FIXES FOR GDPR COMPLIANCE

GATEWAY PROTECTION

- A suitable business-grade firewall

- UTM / Advanced threat protection subscriptions for your firewall

- A process in place for firewall change requests, and regular reviews

- Computercentric can offer a fully managed firewall service for £49
  - Change management & approval process with auditing
  - Access control management and auditing
  - Quarterly reporting on firewall rules and amendments, and their justification
  - Firewall log monitoring and response
  - Monthly firewall patching and updating

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TECHNICAL FIXES FOR GDPR COMPLIANCE

THE NO-BRAINER STUFF
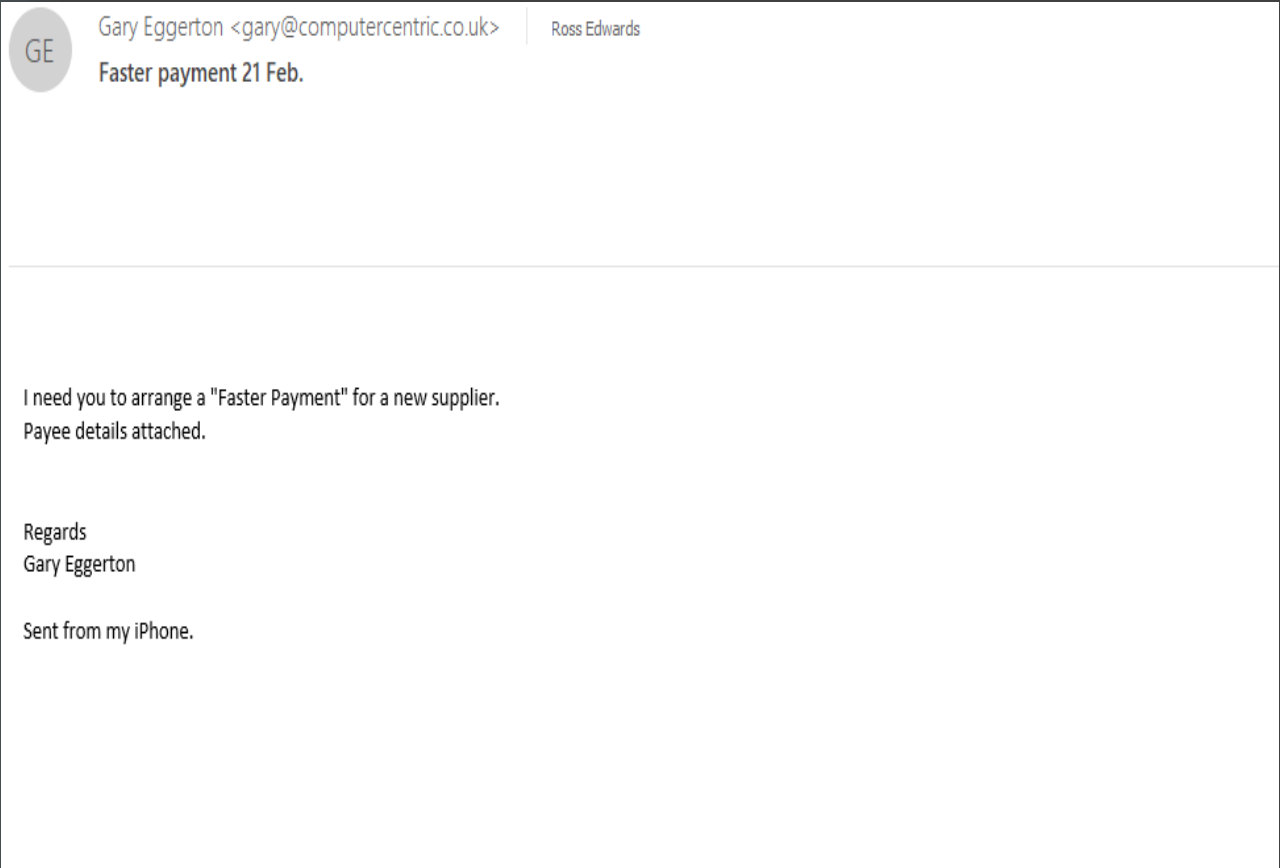
ENDPOINT PROTECTION

- Business-grade Anti-Virus system, not equivalent to free or home-user products

- Sophos AV from £26.75 / device / year

- Consider options for additional Endpoint Threat Protection
    - Sophos Intercept-X, from £36.11 / device / year, in addition to a normal AV subscription (any, not just Sophos)

- Education of staff about risks is highly effective, and free. People are coming up with smarter ways to trick you into clicking a link, or opening a file, but the consequence can be catastrophic

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GE Gary Eggerton <gary@computercentric.co.uk>   Ross Edwards
    Faster payment 21 Feb.

I need you to arrange a "Faster Payment" for a new supplier.
Payee details attached.

Regards
Gary Eggerton

Sent from my iPhone.

TECHNICAL FIXES FOR GDPR COMPLIANCE

THE NO-BRAINER STUFF

BACKUP AND DISASTER RECOVERY

- GDPR review is a good opportunity to review your Disaster Recovery plans

- Identify risks, develop a coping strategy for massive data loss through theft, fire or flood.

- DR plan should have provisions for recovery of data and replacement of hardware

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TECHNICAL FIXES FOR GDPR COMPLIANCE

THE NO-BRAINER STUFF

THE BEST THINGS IN LIFE ARE FREE

- Enforce password policies

- Data access – who can access what? Review and take action

- Who is authorised to instruct your IT provider?

- Educate staff

- (Almost free) Ensure your website has a clear and concise privacy policy

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TECHNICAL FIXES FOR GDPR COMPLIANCE

WEBSITES AND ONLINE MARKETING

THE COOKIE MONSTER

- Cookies are an important part of your website, GDPR changes how they can be used

- No longer acceptable to have a "this site uses cookies" banner

- Consent must be sought, otherwise cookies must be blocked, and consent expires after 12 months. Consent should be recorded!

- Users should be able to change their cookie settings at any time. See www.computercentric.co.uk for example

- https://www.cookielaw.org
- https://www.cookiebot.com/

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TECHNICAL FIXES FOR GDPR COMPLIANCE

WEBSITES AND ONLINE MARKETING

- GDPR is a game changer for anyone who uses email for marketing

- Not just GDPR in effect, also consider the existing PECR (Privacy and Electronic Communications Regulations)

- It's all about the consent, most of the time...
  - Consent should be explicitly obtained, not assumed
  - Consent should be able to be withdrawn easily
  - Consent should obtained for the purpose it will be used for
  - Consent should be recorded
    - Date & time?
    - Who?
    - What did they agree to?
    - How was the consent question worded?
- There is an alternative justification for bulk emailing – *legitimate interest*
- More bad news – your existing contacts probably didn't consent

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EMAIL MARKETING – THE SOLUTION

- Option 1, make the best of the situation, 5 quick tips…

Tip #1   Ensure opt-in forms on websites require action to opt-in

WEBSITES AND ONLINE MARKETING

EMAIL MARKETING – 5 QUICK TIPS

Tip#2 – Separate your opt-in consent, and be proud about it

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WEBSITES AND ONLINE MARKETING

EMAIL MARKETING – 5 QUICK TIPS

Tip#3 – Make it easy for people to change their mind

- Every email communication should include an option to allow the user to unsubscribe, or change their marketing preferences

- Hopefully, most businesses already doing this

675 Massachusetts Ave.
Cambridge, MA 02139, USA
View online

You're receiving this email because you've signed up to receive updates from Litmus. If you'd prefer not to receive updates, you can manage your preferences or unsubscribe from all.

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WEBSITES AND ONLINE MARKETING

EMAIL MARKETING – 5 QUICK TIPS
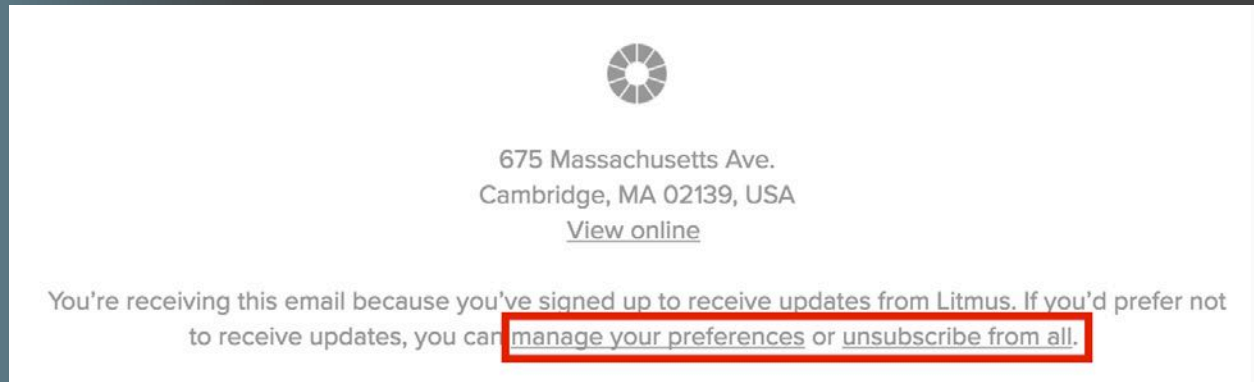
Tip#4 – Record the consent

- *Who consented?*

- *When did they consent?*

- *What were they told at the time?*

- *How did they consent? Was it a web form, a Facebook form, at checkout?*

- *Have they since revoked consent?*

- Email marketing platforms are starting to get wise to this, and we expect proper "consent management" to become standard

- In the meantime, use email "double opt-in", which generates an email, some systems allow you to get a copy of this email which you can store as your consent record

I agree

I disagree

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TECHNICAL FIXES FOR GDPR COMPLIANCE

WEBSITES AND ONLINE MARKETING

EMAIL MARKETING – 5 QUICK TIPS

Tip#5 – Audit and clean up your lists

- GDPR affects all marketing, even to people already on your lists

- Audit your lists, who signed up using GDPR compliant process? (Probably no-one).

- Implement an "opt-in" campaign before the GDPR deadline, to secure your lists

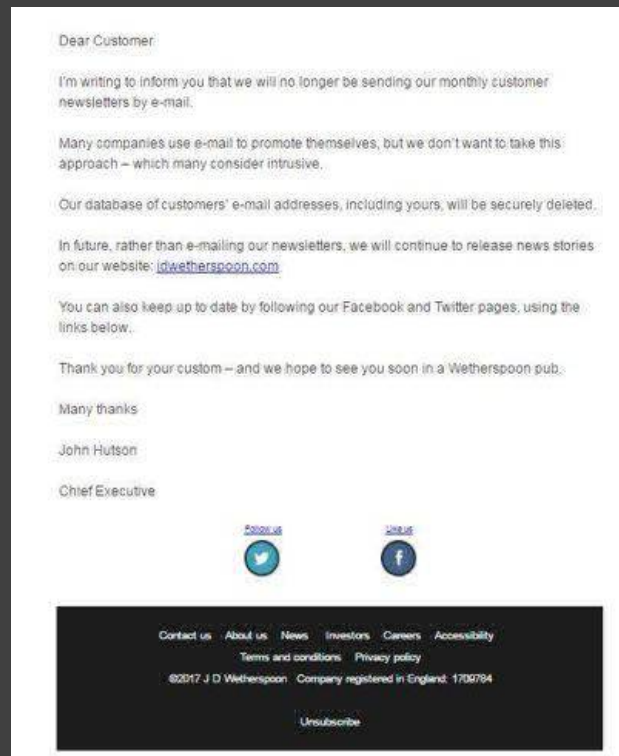- Your GDPR compliant email database will be more focused, a lot smaller, but compliant

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TECHNICAL FIXES FOR GDPR COMPLIANCE

EMAIL MARKETING – THE SOLUTION

Option 2 – The Wetherspoons approach...

Dear Customer

I'm writing to inform you that we will no longer be sending our monthly customer newsletters by e-mail.

Many companies use e-mail to promote themselves, but we don't want to take this approach – which many consider intrusive.

Our database of customers' e-mail addresses, including yours, will be securely deleted.

In future, rather than e-mailing our newsletters, we will continue to release news stories on our website: jdwetherspoon.com

You can also keep up to date by following our Facebook and Twitter pages, using the links below.

Thank you for your custom – and we hope to see you soon in a Wetherspoon pub.

Many thanks

John Hutson

Chief Executive

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Contact us   About us   News   Investors   Careers   Accessibility
Terms and conditions   Privacy policy
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Unsubscribe

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PROTECTING YOUR DATA

WHEREVER IT MAY BE

- Different approaches for data "AT REST" and "IN TRANSIT"

- "At rest" data
  - On your server
  - In a Sharepoint or other cloud repository
  - In your email inbox, or your phone, laptop or desktop
  - On a USB stick

- In a filing cabinet

PROTECTING YOUR DATA

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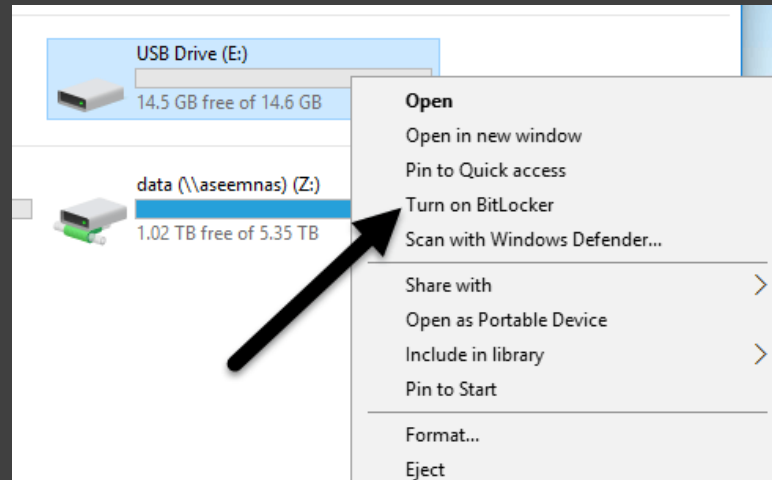
- "In transit" data

  - Being uploaded to a web site or Cloud storage
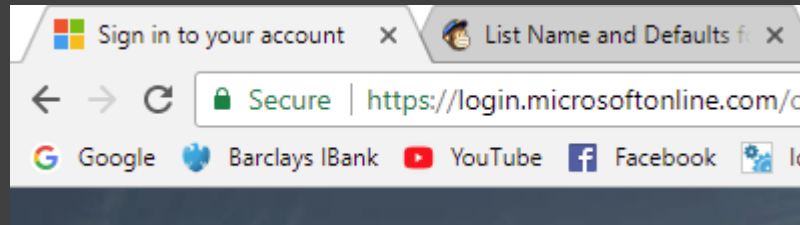
 - Being sent over email to an external user... risky.

  Instead,
  1. Consider sharing the data via a custom-built portal
  2. Consider sharing the data using Office 365 Sharepoint
  3. Consider email encryption

TECHNICAL FIXES FOR GDPR COMPLIANCE

PROTECTING YOUR DATA
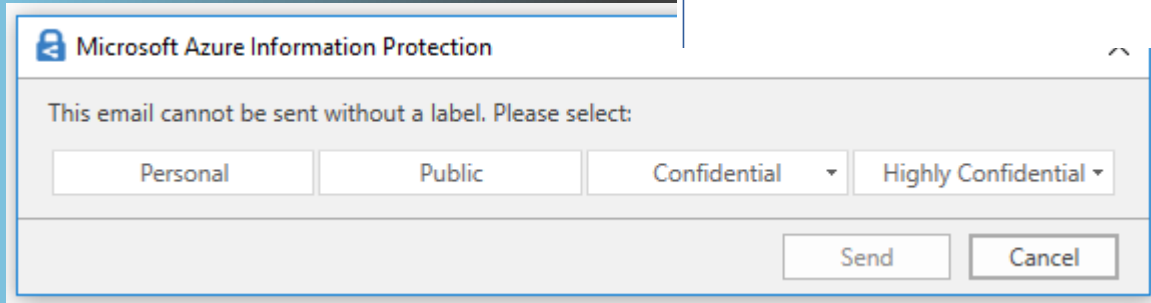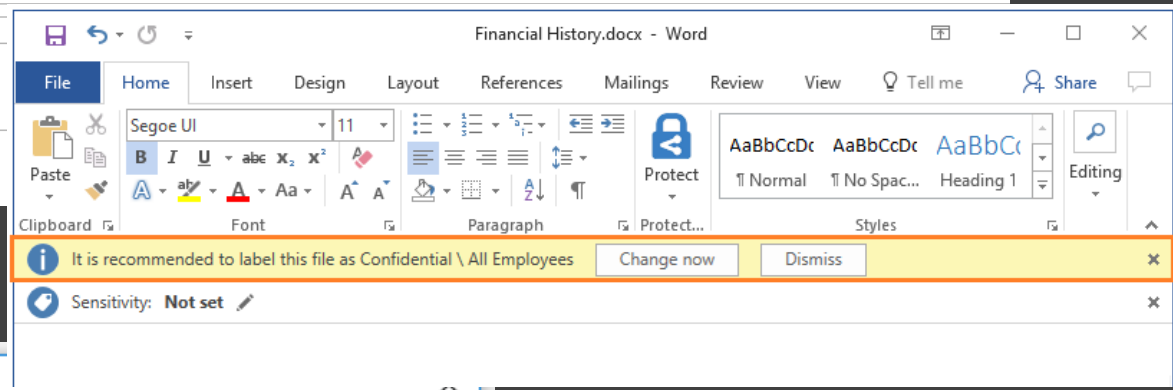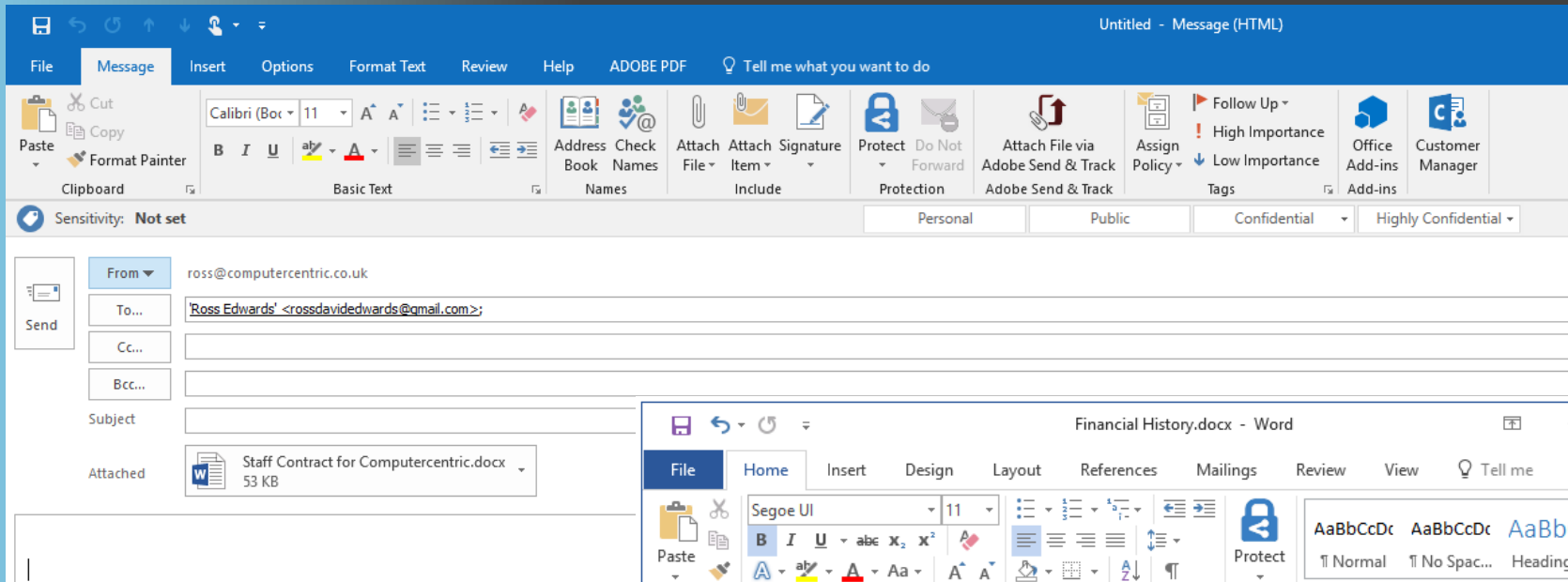
END-TO-END EMAIL ENCRYPTION

- You can manually encrypt a file containing sensitive information, and email it

- However this is arduous, and requires encryption standards and software have already been agreed with the recipient

- Options are available for seamless, almost invisible encryption of email (and all other data on your network)

- **Sophos Safeguard**

- **Azure Rights Management**

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TECHNICAL FIXES FOR GDPR COMPLIANCE
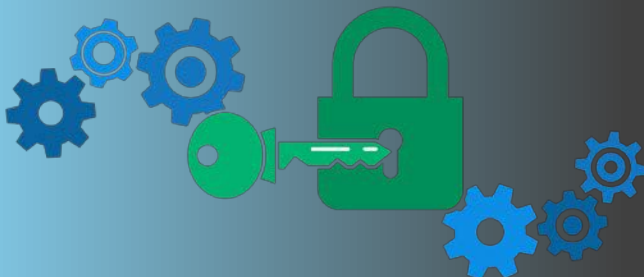
TECHNICAL FIXES FOR GDPR COMPLIANCE

PROTECTING YOUR DATA

AZURE RIGHTS MANAGEMENT

- Azure Rights Management not available with Office 365 Business Essentials or Business Premium!

Office 365 Business Pricing (Managed)

- Office 365 Business Essentials (£5.30 / user / month)
- Office 365 Business Premium (£10.90 / user month)

Office 365 Enterprise Pricing (Managed)

- Office 365 Enterprise E1 (£7.50 / user / month)
- Office 365 Enterprise E3 (£19.10 / user month)
- Office 365 Enterprise E5 (£32.30 / user month)

Security services such as ARM and CAS can be purchased separately, but only with an Enterprise subscription.

Office 365

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TECHNICAL FIXES FOR GDPR COMPLIANCE

AND KEEPING IT CLEAN AND COMPLIANT

- GDPR requires that you don't keep data unnecessarily!

- Computercentric can offer a data cleansing service for any system we can "get at" the data

- If you use a bespoke solution built by Computercentric, consider asking us to add a data cleansing / anonymisation function to make your life easier

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TECHNICAL FIXES FOR GDPR COMPLIANCE

TIME TO DO SOME HOMEWORK

- Computercentric can't advise you on what you should do!

- Experts are available to advise, or completely manage your compliance work

- GDPR is not just a one-off thing you can complete, it requires regular reviews, auditing of processes, and above all, documentation of what you did...

- Show your workings.... If you ever get pulled up on a GDPR compliance issue, having all your efforts and research documented is a step in the right direction

- Vultures will be hovering...

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