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GDPR For Dummies

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Mark Foulsham (Author),  
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## **Your Business To Compliance:**

**A**

•••  
In 2018, GDPR was integrated into the UK as a law. It is one of the EU laws and regulations, and it gives a lot of people rights on what companies can handle their

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data. In this introduction to GDPR, we explain what GDPR is, who and what does it apply to, and how you can get started with GDPR compliance.

**Introduction to GDPR: A**

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2. GDPR: A Simple Guide for  
Internet Users. As a

business owner, you'll have  
to make sure your operations  
comply with the GDPR. But  
how does it affect you as an

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everyday internet user? The only thing most people will need to do is read the cookie consent banners that now appear on websites, and click agree (or not).

**GDPR for Dummies: The**

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## **Beginner's Guide to GDPR**

Yes. The GDPR does not replace PECR - although it has amended the definition of consent. You need to comply with both GDPR and PECR for your business-to-business marketing. The EU

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is in the process of replacing the current e-privacy law with a new ePrivacy Regulation (ePR).

However, the new ePR is yet to be agreed.

**The rules around business to**

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gdpr The EU General Data  
Protection Regulation (GDPR)

came into effect on the 25th  
of May 2018. As this is  
considered the most  
important change in data

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privacy regulation in 20  
years, Akkade is here to  
make sure your organization  
is compliant.

**Akkade - guiding your  
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It is for DPOs and others who have day-to-day responsibility for data protection. It explains the general data protection regime that applies to most UK businesses and organisations. It covers the

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Regulation (GDPR) as it  
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applies in the UK, tailored  
by the Data Protection Act  
2018. It explains each of  
the data protection  
principles, rights and  
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Guide to the General Data  
Protection Regulation. This  
guide explains the General  
Data Protection Regulation

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(GDPR) to help organisations  
comply with its  
requirements. Published 25  
May 2018.

**Guide to the General Data  
Protection Regulation -  
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organisation from 1 January  
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take regarding data  
protection and data flows  
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## Compliance A Practical

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Compliance. We believe new legislation should be an opportunity rather than a burden. The use of data as a true business asset, while still maintaining privacy & security, is an example of such an opportunity. We help

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to reduce the risk of ...  
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## Regulations Edition 2

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What We Do**

Checking your website's



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database and how you have handled (collection, use, storage, and transfer) their personal data can help determine the areas you need to focus on to make your system GDPR compliant.

Marketing requires user data

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such as name, email address,  
phone number, mailing  
address, and payment  
information.

**GDPR For Marketing: What You  
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The General Data Protection

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Regulation (GDPR) is a European Union (EU) regulation that mandates how an organization should handle personal data. The GDPR is due to come into force on May 25, 2018. If your business sells to,

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provides services to, or  
employs citizens of the  
European Union, then the  
GDPR will affect you.

**GDPR simplified A guide for  
your small business ...**

What is GDPR? GDPR in its

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essence are rules designed by the EU and aims to help EU citizens have more control over their own data by setting a higher standard for data policies for all companies. The higher standard secures better

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transparency by simplifying  
the process and provides a  
standard of what data can be  
accessed and held.

**A Guide to GDPR: Making your  
Website GDPR Compliant ...**

Guides you through the

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Complexities of GDPR. Your  
GDPR guide ready to help.  
It's like having an expert  
sitting right beside you,  
guiding you through the  
tough decisions and  
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Compliance, Brian: A Practical  
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...

GDPR rules state that  
subscribers need to express

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Consent: In a freely given, specific, informed, and unambiguous way, which is reinforced by a clear affirmative action. You cannot automatically subscribe someone to your list or assume they want to

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receive marketing  
communications from you  
simply because they've dealt  
with you in the past.

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Guiding Your ...

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## **To Compliance A Practical Guide . . .**

A lot has been written about the European Union's data protection regulation that took effect last year, the GDPR. However, not much of it is tailored for startups

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and small businesses, and a lot of it just muddies the picture of what you really need to do or gives you an incomplete picture.

**GDPR Guide for Startups and  
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Implementing GDPR: Lessons learned from UK businesses is a guide filled with advice about contemporary data protection. It includes interviews with people in various sectors and sizes of business - from small



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Companies such as prize  
promotion agency Prizeology  
to large businesses  
including financial services  
consultancy Brickendon - on  
how they implemented their  
own GDPR measures .

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