



Data Management



Encryption



Security

GDPR

Privacy



GDPR

(General Data Protection Regulation) Readiness Within Salesforce

Monday 21st May 2018

1 PM EST

Today's Presenters



Neeraj Garg

Vice President

Neeraj is a technology expert in areas like BI, Big Data and other dimensions. He has more than a decade of technological experience in verticals like finance, retail, housing, mobile and others.



Regis Ndongo

Customer Success Executive

Using technology and strategic partnerships to streamline planning, pass-through cost-savings, drive revenue, and add capacity to teams.

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GDPR Readiness Within Salesforce



Business Implications



Applies to



Getting Ready

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What is GDPR?

- GDPR is the latest law that will be enacted from May 25th 2018 as a fundamental right of EU citizens that specify how the data can be used and protected.
- The primary objective of the GDPR is to give EU citizens back control of their personal data.



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Business Implications



- The rules are strict and heavy penalties can be levied for those who don't comply with GDPR, the organization could be fined up to 4% of global turnover or \$20 million or whichever is greater.

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Whom does GDPR applies to?

Controllers

organization or entity that is responsible for processing personal data.



Processors

organization or entity that determines the purposes and means of processing personal data.

GDPR

It applies to all organizations operating within and outside Europe providing goods and services to EU Citizens and Residents. The GDPR does not apply to certain activities including processing covered by the Law Enforcement Directive, processing for national security purposes etc.

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What Information does GDPR applies to?

Online & Device Identifiers

Name
Email
Phone
Number associated with device



Sensitive Data

Genetic data
Biometric data



Cookie ID

Cookie ID's of the user



IP Addresses

User IP Address

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Getting Ready



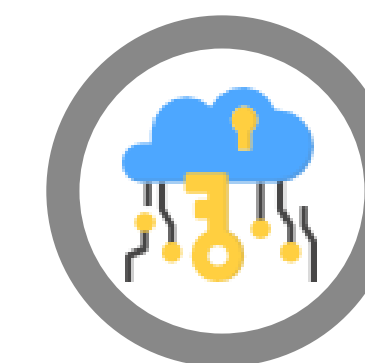
What personal data they process?



Where it is across their organization?



Where it is transferred from and to?



How secure is the data during the whole transition?

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Rules & Regulations

Store Data in an Organized Manner

Answerable to person on what data is being stored

Data stored in multiple devices and systems e.g . Salesforce,Quickbooks,NetSuite etc.

No centralized process to access data

Solution

- You will need to organize any data you have collected from customers and suppliers, as well as any past. and present employees.
- Data to be stored centrally
- Processes for ease of accessibility of data should be in place.

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Rules & Regulations

Secure Your Data

Only specific data like passwords and SSO encrypted

Ignorant about where all the data is saved and who all has access to it

Not all systems have data protection software like antivirus software installed

No mechanism of remote access of devices

Solution

- More data needs encryption like Email, Phone no, first name and last name, user ip address etc.
- All remote data should be accessible and accessibility permissions should be set up centrally
- Data encryption and other data protection software should be in place on all devices

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Rules & Regulations

Don't Hold onto Data Unnecessarily

We tend to hold data in our systems hoping that it might be useful in future

Unnecessary swamp data gets collected

Keeping unwanted customer data is against GDPR compliance

Solution

- You should be aware of the data that you are taking from the customer and know how you would be processing that
- Processes should be in place to check any swamp data and then periodically delete them

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Rules & Regulations

Clear and Simple Policy

Privacy Policy contains a lot of legal jargon which is not understood by most customers

Users are not aware about what information is being collected and how will it be used?

Users are also not aware as to where their information will be shared

Solution

- Rewrite the privacy policy in clear layman's language avoiding technical and account jargon
- Every user whose data is being collected should know what details about him are being collected and whom will they be shared with.

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Rules & Regulations

Respond to Data Request

Every user has a right to access his information in your system

You are legally bound to provide him this information within 1 month of his request in an electronic format

Since we are holding information in multiple places its almost impossible sometimes to provide this information

Solution

- Your system should be ready to provide any user data if requested by him in an electronic format
- This can only happen if your data is organized, centrally accessible and you have access to all your remote systems

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Rules & Regulations

Correction of Inaccurate Data

Every user has a right to rectification

If data owner has made request for rectification of inaccurate data, you should have process to make changes without delay

Data can be collected through email or hard copy

Solution

- Processes should be in place to rectify the data in all the places where it is stored
- Since it has to be provided without delay automation scripts should already be in place before hand

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Rules & Regulations

Data Breach Notification

If your organization has recognized any data breach, it must be notified to the Data Protection Officer and the data owner about the data being breached within 72 hours

Solution

- Email and SMS notifications should be in place to notify the relevant people about Data Breach
- Monitoring and surveillance tools should be there to identify and malicious attacks and data breach
- Providing notifications will help the data owner to take any precautionary measures

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Solution

The Right to Data Portability

If your consumer has made request to obtain their data to pass on to other controller or processor, you are legally obliged to provide the data in readable format and you will not have any authority to hinder the data while transferring.

As the data may be residing in various systems transfer process will be very expensive and tedious

- Data migration scripts should be in place for a smooth migration
- Please check if your system is ready for data portability

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Solution

- Data should be well organized to avoid the deletion mess
- Automated processes and scripts should be in place to delete data from all levels without affecting the overall system

The Right to Erasure

If someone asks you to delete their data, you are legally obliged to do that. Most of the times our systems do not have a process to delete the data and this creates a lot of mess

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The right to be informed: Previously, any marketing material comes with automated checkboxes that allow organizations to store data of its customers but now you need to have customers positively opt into your storage of their data for marketing purposes.

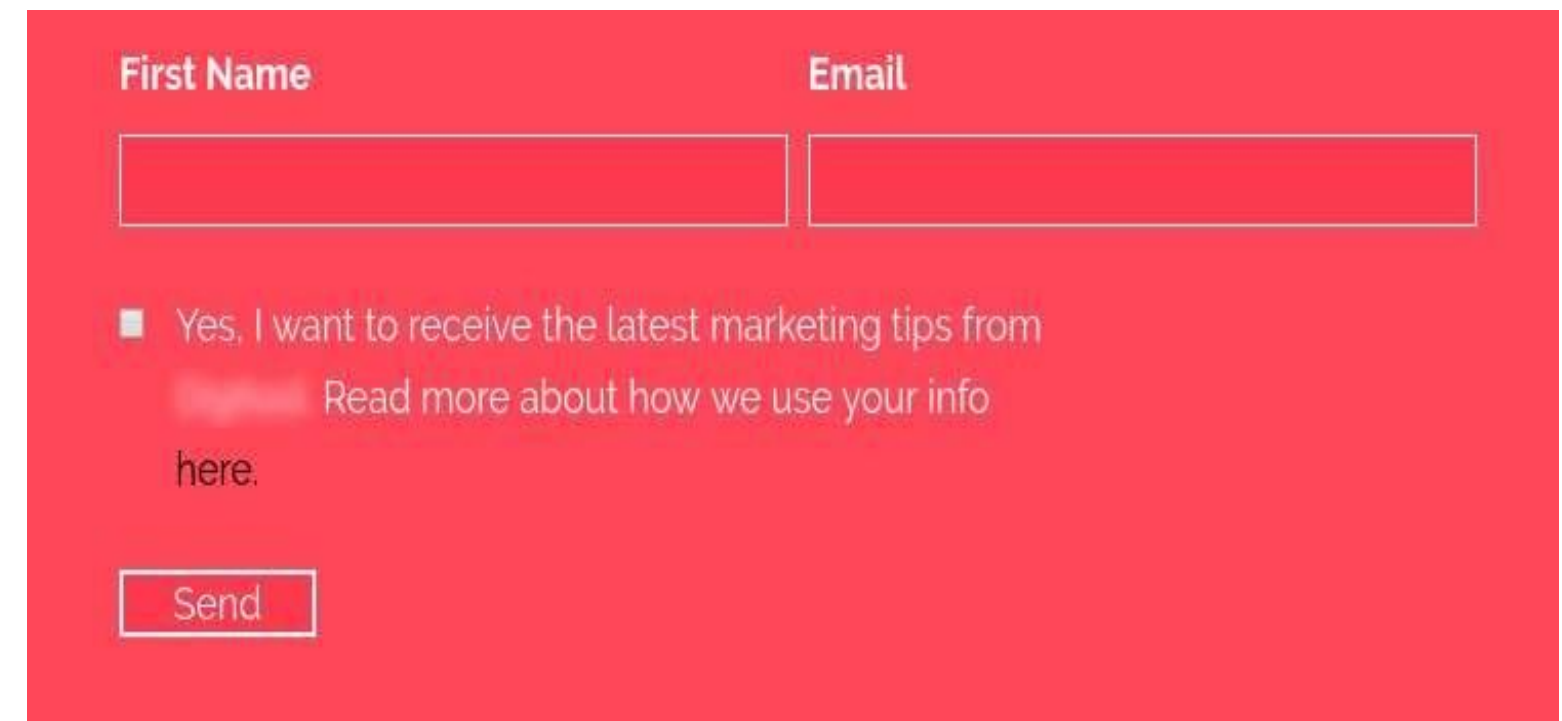
Allow People to opt in for Storing Data

The Right to be Informed

Previously, any marketing material comes with automated checkboxes that allow organizations to store data of its customers.

Solution

You need to have customers positively opt into your storage of their data for marketing purposes.



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Rules & Regulations

Have an Easy Way to Unsubscribe

If someone has requested to unsubscribe from your marketing material, provide them with an easy way of instruction on mail, texts etc. so that they can do that and you are obliged to unsubscribe them from the list.

Unsubscribe from Deals

Are you sure you want to stop receiving similar messages from Deals?

[Learn more](#)

Unsubscribe

Cancel

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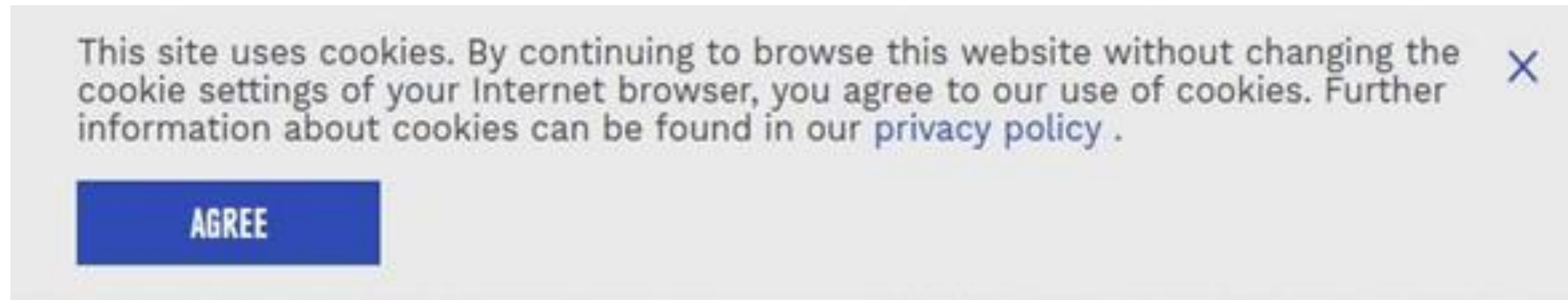
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Rules & Regulations

GDPR as a Marketing Factor

- Customers will trust you if you are GDPR compliant.
- Make GDPR as part of your terms and condition or show at footer of emails.



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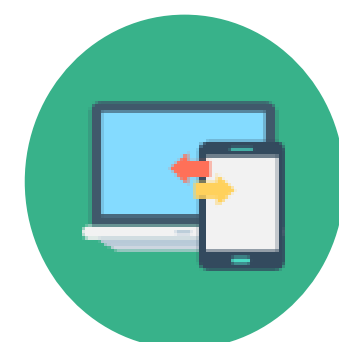
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Rules & Regulations


As an organization What you need to do?

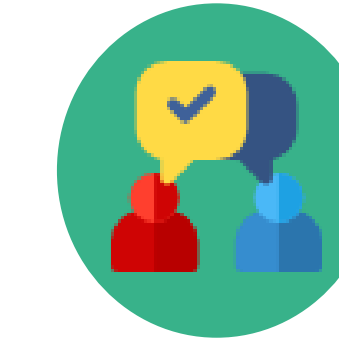
 Store data in an organized manner


 Respond to data requests

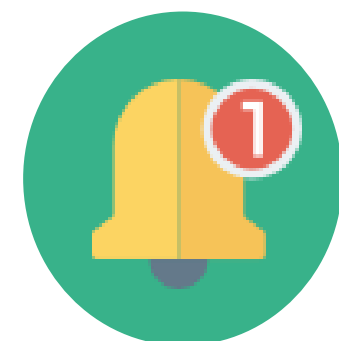
 Deletion of data


 Secure your data

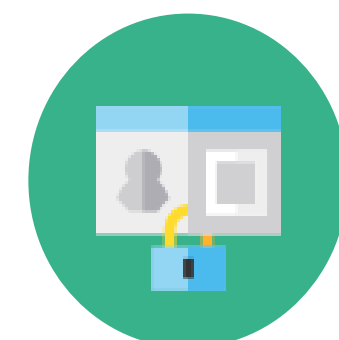
 Correction of inaccurate data

 Allow people to opt in for storing data

 Don't hold onto data unnecessarily

 Data breach notification

 Have an easy way to unsubscribe

 Clear and simple privacy policy

 Transfer of data

 GDPR as a Marketing factor

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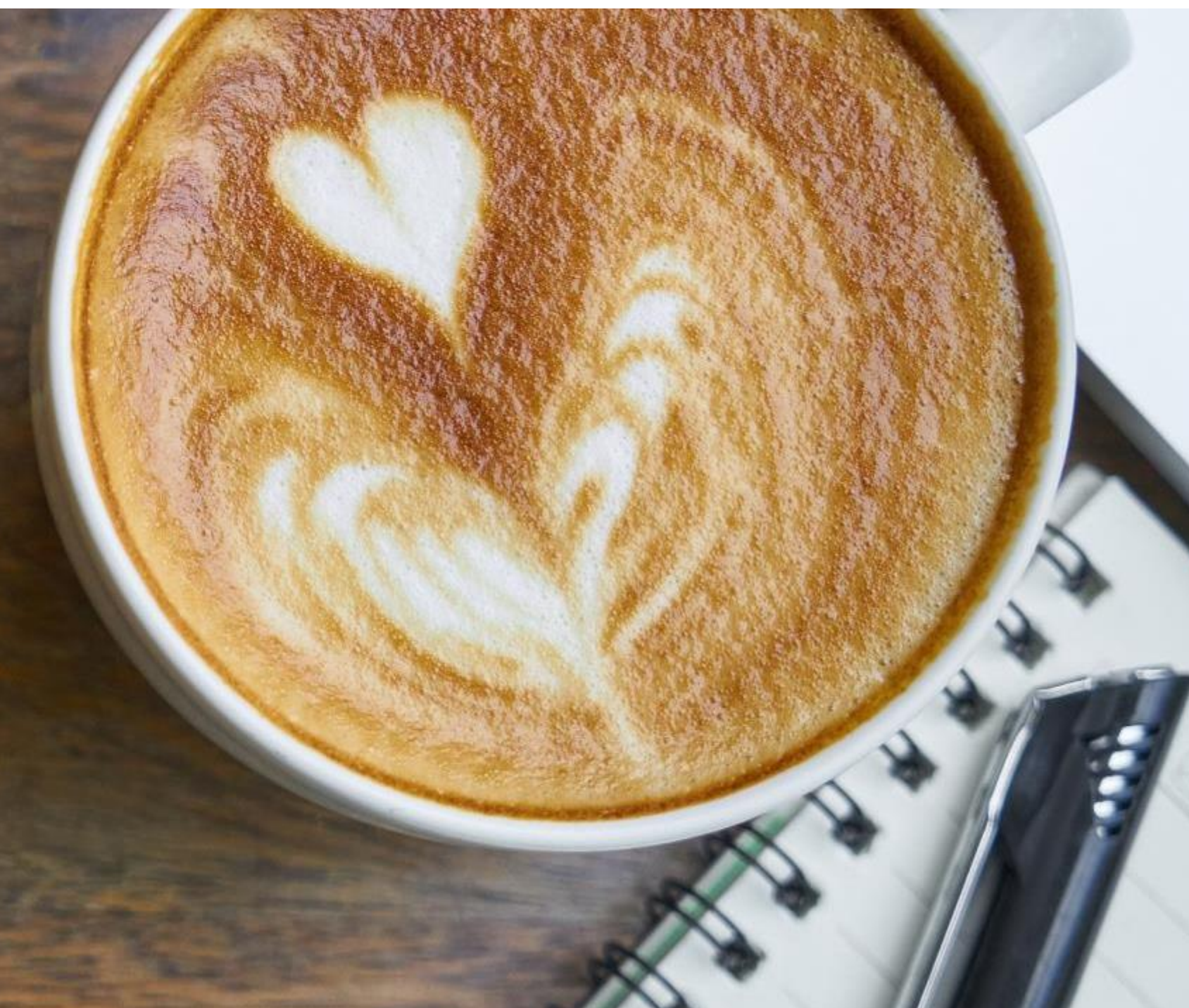
Need further discussions?

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