OL® Connect
& GDPR

68% **of consumers** don't trust brands to handle their personal information appropriately, such as name, email, location or marital status."*

*State of consumer privacy trust report, 2017. www.gigya.com

What is GDPR?

GDPR is a European Regulation set to **protect, unify and empower EU residents to protect their personal data**. All companies offering goods or services to any EU residents are subject to GDPR, wherever in the world they operate.

The 5 key requirements of GDPR

Easy access to data	Clear Consent & Transparency	Privacy by design & default	Data breach notification	Transfers based on an adequacy decision
Every EU individual has the right to access their data, have it provided in a machine-readable format, and to require rectification or deletion (The right to be forgotten).	Organizations should gain affirmative consent for data collection and processing. Implicit opt in consent is not enough anymore.	Data protection must be an integral component within IT systems and business processes as a default state.	Organizations need to respond timely, mitigate losses and notify regulators and affected parties.	Transfer of personal data to a third country or an international organization may take place only when an adequate level of protection is ensured.

Can you safely use OL Connect and be GDPR compliant ?

Yes!

OL Connect is GDPR Agnostic
It is used to process data but in a transitory way, meaning that none of the data is permanently stored. Acting as middleware, OL Connect does not create a GDPR breach for its users.

Can OL Connect help my company become GDPR Compliant?

Yes!

Enabling Customers
OL Connect can take customer requests for information via the web as a trigger to notify internal data operators and automatically present the information in a web, mobile or PDF format in the fastest way possible.
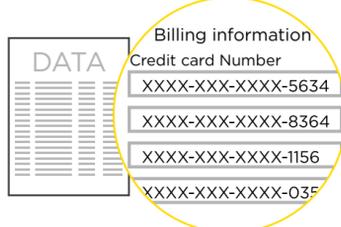
I agree
Submit

Data Capture & Normalization
OL Connect can automate data capture from any system and then normalize it to provide a single unified data format which can drive ongoing communications.

Data Anonymization
OL Connect can apply rules to any tagged data item. For example, a credit card number captured from a specific system could be reformatted to redact and/or anonymize elements to ensure that it is recognized by the intended recipient only.

DATA

Billing information
Credit card Number
XXXX-XXX-XXXX-5634
XXXX-XXX-XXXX-8364
XXXX-XXX-XXXX-1156
XXXX-XXX-XXXX-035

Removing Data
Whilst OL Connect does not remove any data from any system, requests to remove data can be automatically sent to specific individuals within an organization to do so.

Data Protection Officers
OL Connect Software can provide web interfaces to data controllers to allow them to monitor incoming requests, review data and then trigger communication processes.

Prediction
On average a company will get **89 GDPR enquiries per month.***

*According to a survey of 1,015 companies based in UK, Germany, France, Spain and Italy. There was a representative spread across sectors, countries and size of businesses.

Senzing GDPR Report, 2018. senzing.com

They'll need to search an average of **23 different databases**

Each taking about **5 minutes**

Total time spent looking for data per month: **172 hours**
=
Over 8 hours of searching per day
or
1 employee dedicated solely to GDPR enquiries

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