

About the GDPR

The GDPR (General Data Protection Regulation) is the most major change to privacy in a generation.

This Europe wide Regulation encompasses the capture, processing, use of, retention and erasure of personal and sensitive data.

The ICO (Information Commissioner's Office) are tasked with rolling out and implementing the new legislation.

GDPR has widespread implications for individuals, universities, companies, charities and organisations so let's explore these in more detail...

Permission and purpose

GDPR is based upon the principles of **permission** and **purpose**.

- **Permission**
Explicit consent is required to store and process personal data.
- **Purpose**
Personal data is only stored and processed for the purposes outlined.

Personal data cannot be retained indefinitely, and not for longer than agreed. If no agreement is outlined to individuals in a privacy notice, it is a period of time deemed reasonable for business purposes.

Disclaimer

This guide does not constitute legal advice or legal analysis. Organisations may still need to seek independent legal advice when developing their own processes, or when dealing with specific issues.

Understanding personal and sensitive data

GDPR places data in two categories. These are:

Personal data	Sensitive data
<p>Information that identifies an individual. Under GDPR this is fairly broad and includes:</p> <ul style="list-style-type: none"> • Names • Email addresses • Phone numbers • Photos of individuals • Location and address information • Social media accounts / profiles • Software logins • Media consumption patterns • Purchase histories • Credit ratings 	<p>This is typically data that individuals may not have direct control over or immediate access to, and includes:</p> <ul style="list-style-type: none"> • Genetic data • Biometric data • Health records • Mental health assessments • Race and ethnicity • Sexuality • Religious beliefs • Political affiliations and trade union membership
<p>Individuals have new rights to access, modify and remove personal data.</p>	<p>Individuals cannot change or remove sensitive data.</p>

Disclaimer

This guide does not constitute legal advice or legal analysis. Organisations may still need to seek independent legal advice when developing their own processes, or when dealing with specific issues.