

## **Glossary of common terms**

### **Consent**

An agreement made by an individual for their data to be processed. GDPR requires explicit rather than implicit consent.

### **Data breaches**

When data is lost or stolen as the result of criminal activity (hacking / phishing) or negligence (poor security and data security). All data breaches must be reported to the Information Commissioner's Office within 72 hours.

### **DPO**

Data Protection Officer. Required by organisations processing sensitive data (eg medical records).

### **Data Communications Bill**

The proposed UK legislation that serves the same function as GDPR post-Brexit.

### **Data Controller**

Person(s) who define the policy, processes and manner in which personal data is handled within an organisation.

### **Data Processor**

Any person(s) other than a direct employee of the Data Controller who process personal data for the Data Controller (eg a PR / digital agency or financial services company).

### **Data Protection Act**

Legislation that the GDPR is based upon.

### **Data retention**

How long data is stored. Personal data cannot be stored indefinitely.

### **Data subject**

An individual whose personal data is processed by a Data Controller or Data Processor

### **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.

**Encryption**

Security used on servers and IT systems to secure personal and sensitive data.

**ICO**

Information Commissioner's Office.

**Personal data**

Information that may be used to identify an individual, eg name, email address, etc.

**Privacy notice**

Document outlining how personal data will be captured, stored and processed. Typically published on a website.

**Privacy Shield**

A US / EU agreement on data storage and processing standards.

**Sensitive data**

Information about an individual that may be confidential in nature, and allows them to be identified, eg medical records, genetic data, etc.

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