Data Privacy & GDPR Video - Script

| **Graphic** | **English Text** |  |
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|  | This is a LUCY Data privacy video. |  |
|  | So, what is Data Privacy and why is it important? |  |
|  | Data Privacy refers to the responsible handling of personal data. |  |
|  | And, since a breach in privacy can cause limitless financial penalties, damaged reputation, |  |
|  | loss of trust & business, and for the responsible employees – the prospect of disciplinary action, |  |
|  | following the rules is in everyone’s interest. |  |
|  | In comes the GDPR, the European Union’s General Data Protection Regulation. |  |
|  | It introduces tougher fines to non-compliance breaches and gives people more freedom |  |
|  | to decide how companies can use their data. |  |
|  | The GDPR applies to any entity that uses or holds people’s personal data. |  |
|  | It applies to a particular task if the information being processed is considered personal data |  |
|  | of a living person, it is processed within the EU, and the services are provided in the EU. |  |
|  | So what is personal data? |  |
|  | It refers to any identifying information that relates to a living person, including facts and opinions. |  |
|  | Examples include names, addresses and telephone number, physical descriptions and CCTV footage, |  |
|  | as well as unique reference numbers, personal salary information, economic and cultural information. |  |
|  | Pseudonymized personal data may also be subject to GDPR rules. |  |
|  | Sensitive data, on the other hand, refers to information regarding racial or ethnic origin, |  |
|  | political opinions, religious or other beliefs, trade union membership, criminal proceedings |  |
|  | or convictions, physical or mental health and sexual orientaion. |  |
|  | This is private information and could be used in a discriminatory manner. |  |
|  | Therefore, the rules for processing sensitive data are much more rigorous. |  |
|  | Here are some terms you should know: |  |
|  | Data subject could be any living person identified by the data. |  |
|  | Data controller refers to one or more people who determine the legitimate purpose |  |
|  | for which the personal data will be used. |  |
|  | People who handle personal data on behalf of a data controller are called data processors. |  |
|  | A recipient could be anyone to whom personal data is disclosed, |  |
|  | including a data processor, a witness or other employees. |  |
|  | There are also certain exemptions to the rules of personal data disclosure that you should be aware of. |  |
|  | These include:  -Crime prevention |  |
|  | -Regulatory bodies  -Legal obligation |  |
|  | -Confidential references |  |
|  | So what are the principles that guide GDPR? |  |
|  | Always process data lawfully, fairly and transparently. |  |
|  | You must have the subject’s consent, and you must inform them of why you need their data. |  |
|  | Only collect personal data for legitimate and specific reasons |  |
|  | that you must disclose to the data subject. |  |
|  | You must only collect personal data that is adequate, |  |
|  | relevant and limited to what is necessary for processing. |  |
|  | You must take reasonable steps |  |
|  | to ensure personal data is accurate and current. |  |
|  | Personal data must only be kept in an identifiable form |  |
|  | for the duration of its intended purposes. |  |
|  | Personal data must be kept secure from unauthorized |  |
|  | processing or accidental loss, damage or destruction. |  |
|  | The data controller must ensure that all data processors |  |
|  | comply with the GDPR via set measures. |  |
|  | Under the GDPR, individuals can access |  |
|  | their personal information via ’subject access requests’ that must be answered within 30 days. |  |
|  | Applies to business organizations and their customers |  |
|  | and employees, so that only necessary data is collected in an informed manner, |  |
|  | and data is updated or deleted as appropriate. |  |
|  | What are your rights as a data subject? |  |
|  | \*DATA SUBJECT’S RIGHTS:   * The right to be informed. * The right of access. * The right to recertification. * The right to be forgotten.   Data subjects have the right to be informed why their personal data is being collected. |  |
|  | They can access the data, request rectification or deletion of records, restrict or object |  |
|  | to processing, request copy of the data and receive protection |  |
|  | from automated decision-making and profiling. |  |
|  | In order to process personal and sensitive data legally, you are required to meet certain preconditions like obtaining the subject’s consent or explicit consent in the case of sensitive data. |  |
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|  | There must always be contractual, legal, public or employment reasons for obtaining the subject’s personal or sensitive data. |  |
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|  | Can organizations request personal data? |  |
|  | Personal data, such as medical and employment history may be requested by certain organizations. |  |
|  | However, in order to receive that data, they must obtain the data subject’s consent or require the information for contractual reasons or protection of legitimate interest. |  |
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|  | What about age restrictions? |  |
|  | To process the personal data of any data subject who is 16 years of age or younger, you will need to obtain consent from their parent or legal guardian. |  |
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|  | You should be aware that the GDPR allows EU member states to lower this down to age 13, so keep this in mind. |  |
|  | What happens if you notice a data breach? |  |
|  | According to the GDPR, data breaches are cracks in security that lead to the destruction, loss, alteration, unauthorized disclosure of, or access to personal data. |  |
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|  | They must be reported to the supervisor authority within 72 hours. |  |
|  | If the breach is likely to result in high risk to the rights and freedoms of the data subject, he or she must be informed of the breach without delay. |  |
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|  | Thank you for watching, and remember, always be attentive and careful when handling personal or sensitive data. |  |
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