



Understanding GDPR

Background

General Data Protection Regulation (GDPR) specifies how consumer data should be used and how it is protected. This law has been adopted by the European Parliament but applies to everyone involved in processing data that is about individuals in the context of selling goods/services to citizens of EU, regardless of where the company is located.

This a data service issue, therefore places such as Google Analytics, Facebook, Instagram and other data collectors are affected. GDPR compliance for such companies are effective as of May 25, 2018.

There are seven major principles of the regulation:

1. **Consent:** The data collector must provide easy to understand **Terms and Conditions** and it must be easy to withdraw consent.
2. **Breach Notification:** Organizations must alert customers of any data breach of any level within 32 hours of it happening.
3. **Right to Access:** Subjects have the right to request and receive a copy of their personal data kept by the organization. The organization must provide a free electronic copy when requested.
4. **Right to be Forgotten:** When data is no longer relevant to its original purpose, the subject can have data erased.
5. **Data Portability:** Individuals can obtain and reuse personal data and transfer it across different data environments.
6. **Privacy by Design:** Organizations must include data protection from the onset of any collections.
7. **Data Protection Officer:** Public organizations of >250 employees must employ a professionally qualified officer to assess and protect subject data.

Relevance

Data collected by us on European consumers is subject to the above regulations. There are more restrictions on how data can be used, and more data ownership given to the subject. Following these regulations inspires trust and confidence in the organization, and safeguards consumer data privacy rights.

Many organizations we do business with are changing their data policies to comply—including international partners, Google, and social media platforms. Many organizations are making these changes on a large scale, *affecting everyone regardless of citizenship.*

Why does the untamed spirit of the West forever find a spot in the souls of all who seek it?
Because some things can't be explained. Only Experienced. "That's WY".

The following checklist provides recommendations on how to prepare for GDPR.

Checklist

- Review your privacy policy
 - What data is collected from the user and how is it collected?
 - Define how long the data is retained.
 - Indicate how users can request data on themselves, and how it can be erased.
 - Describe data sharing with third-parties.
 - Describe how data is kept secure, and steps you will take in the event of a data breach.
- Review your consent policy
 - If you collect cookies, be sure to provide an easy to understand acceptance window for European visitors
 - Include:
 - Who you are
 - The purpose of the data collection
 - Types of data collected
 - Any use of data for automated processes
- Here's access to a free implementation: <https://www.quantcast.com/gdpr/consent-management-solution/>.
- Review your vendors' compliancy
 - Google compliance
 - Facebook/Instagram compliance
 - Twitter/other social media compliance
 - Advertising agency of record
 - Interactive marketing
 - Website services
 - Research services
- Review the data you collect
 - Is it still useful?
 - Are you retaining any international consumer data?
- Confirm opt-in and opt-out policies
 - Ensure website visitors give their permission to receive marketing pieces (email, visitor guides, etc.)
- Optional: Communicate your updates and compliance with your users

If you have additional questions about GDPR, please contact:

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