

GDPR

General Data Protection Regulation

February 2018

GDPR is the biggest change to data protection law for over 20 years. Whitehall Printing is here to help you prepare for those changes.

GDPR stands for General Data Protection Regulation, it is the EU's legal framework that sets guidelines for the collection and processing of personal information of individuals. The legislation comes in to effect on the 25th May 2018.

The aim is to give the public better control over how their data is used and there will be fines for non-compliance and data breaches.

GDPR applies to all organisations which process and hold personal data of people residing in the EU. The new legislation applies to both data "controllers" and "processors".

Controllers

Controllers are organisations who collect the data and specify how it is used.

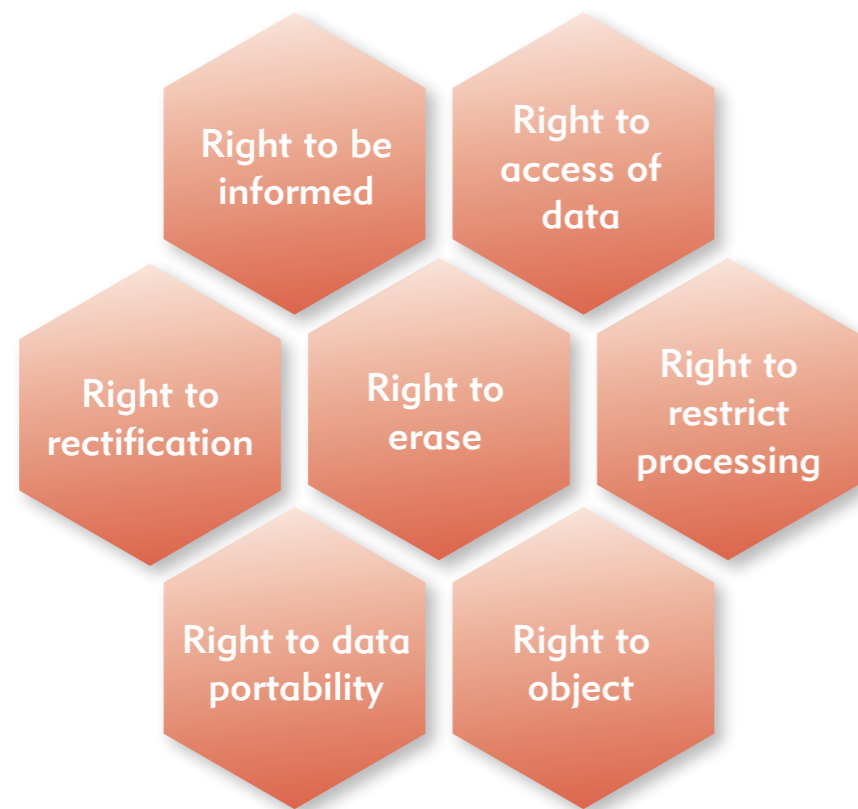
Processors

Whitehall Printing is a Processor as we print and mail on behalf of our customers (Controllers). We have put into place processes for the control and management of data.

GDPR applies to data which is used to identify an individual, including: name, address, ID number, location data, or computer IP address.

Individual rights

The new legislation gives the individual the following rights:



Importantly, organisations storing personal details need to review the security of storage.

Consent

The ICO has decreed that organisations can continue to use print and mail without the explicit permissions from customers. However, companies must comply Data Protection Act regulations and run the data past the Mailing Preference Service data base to remove all people who do not want to receive mailings.

Companies undertaking email campaigns must gain consent from the customer. Under GDPR regulations, companies can only process and store customer's data legally under the following circumstances:



To gain consent, the customer requires a clear understanding as to how their data will be used and ask them to opt in. Forms must be clear with the opt out box kept away from other small print.

Security

Whitehall Printing takes its duty as a Data Processor and Controller seriously and we have updated our systems and processes for data management and security.

We are able to provide a totally secure data management system encompassing:

- Secure receipt of data with an exclusive upload portal hosted on UK based servers.
- Secure encrypted storage, processing and management of data.
- Secure proofing via a tailor made online proofing platform.
- Supply of mailing report once the job has been completed.
- Secure removal/destruction of mailing data once job has been invoiced.

ICO (Information Commissioner's Office)

The ICO is the UK's independent authority set up to uphold information rights in the public interest. The regulations for data controllers needs to reviewed against individual organisation's circumstances and we recommend that you follow the link below to the ICO website. Here, you will find all the latest information to help you ensure your processes for controlling data are compliant with the latest legislation and that you gain the correct consent from customers or supporters.

<https://ico.org.uk/>

Further information

Should you require any more information please contact the team at gdpr@whitehallprinting.co.uk



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