

GENERAL DATA PROTECTION REGULATION (GDPR)



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The GDPR is a regulation put in place by the European Union to strengthen and unify data protection for all individuals and extends to all foreign companies processing data of EU residents. GDPR looks to give individuals and companies more control over their personal data and simplify the export of data outside the EU.



HOW DOES THIS AFFECT YOUR BUSINESS?

As of May 25, 2018, all companies that store or process data of EU individuals and companies will be responsible to be compliant with GDPR regulations. Companies who are not compliant could face fines of up to 4% of their total global revenue, or €20 million. Even if your company is not located in Europe, you may have prospects and current customers that are, and it is important to be aware of these new regulations in order to not be fined.

To put it bluntly: if your antivirus vendor is hacked and your customers' data is exposed, the brunt of the blame and the fines will be on both your shoulders.



RINGLEAD COMPLIANCE

RingLead will soon be compliant with European GDPR regulations. RingLead policies will be set in place by March 30, 2018, two months before GDPR is enforced.