



# eco Association of the Internet Industry

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**WIR GESTALTEN DAS INTERNET.  
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# General Data Protection Regulation

## Nordic Domain Days

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## About eco

- eco is an Internet Industry Association
- more than 1000 members from more than 60 countries
- runs the DECIX
- eco's Names & Numbers Forum represents some 150 companies in the Domain Industry ranging from gTLD Registries (legacy and new), ccTLD Registries, Registrars, Consultants, Secondary Market

## Starting date

- On May 25, 2018, the GDPR will enter into force, see Art. 99 GDPR.
- As it is a European Regulation, it will apply throughout Europe immediately from this date. Other than directives, a regulation does not need to be transposed into national law.

## Goals of the GDPR

The purpose of the Regulation is to regulate data protection in a uniform manner throughout the EU, to give EU citizens better control over their personal data and regulate how controllers may use personal data. On the other hand, it shall ensure free flow of personal data within the EU and to regulate the export of personal data outside the EU.

Some of the main themes are

- increased transparency requirements (documentation, information and proof)
- increased data security requirements
- increased accountability, such as a requirement to report breaches
- right to be forgotten
- right to data portability
- privacy by default
- privacy by design

## Lawfulness of processing (Art 6 (1) GDPR)

Processing shall be lawful only if and to the extent that at least one of the following applies:

- a. consent;
- b. performance of a contract;
- c. compliance with a legal obligation to which the controller is subject;
- d. processing is necessary in order to protect the vital interests of the data subject or of another natural person;

## Lawfulness of processing (Art 6 (1) GDPR)

- e. public interest or in the exercise of official authority vested in the controller;
- f. legitimate interests pursued by the controller or by a third party, except where such interests are overridden by the interests or fundamental rights and freedoms of the data subject which require protection of personal data, in particular where the data subject is a child.

## Consent

- Consent is discussed as a potential way to make the existing system compliant. However, there are several factors to consider, see Art. 7 GDPR:
- The controller must be able to demonstrate that the data subject has consented.
- If the data subject's consent is given in the context of a written declaration which also concerns other matters, the request for consent shall be presented in a manner which is clearly distinguishable from the other matters, in an intelligible and easily accessible form, using clear and plain language. Any part of such a declaration which constitutes an infringement of this Regulation shall not be binding (Art. 7 (2) GDPR).
- Consent can be withdrawn at any time without giving a reason.
- Consent must be given freely. There is a prohibition of coupling.

## To whom is the GDPR applicable?

If your company is established in the EU, the GDPR is applicable, regardless of whether the data processing is taking place in the EU, see Art 3 (1) GDPR.

Further, according to Art 3 (2) GDPR, the Regulation applies to the processing of personal data of data subjects who are in the Union by a controller or processor not established in the Union, when the processing activities are related to:

- (a) the offering of goods or services, irrespective of whether a payment of the data subject is required, to such data subjects in the Union; or
- (b) the monitoring of their behavior as far as their behavior takes place within the Union.

A representative is required.

Exception, if processing is only occasional.

## Sanctions

The GDPR contains an extensive catalogue of administrative fines for violations of the various obligations.

Depending on the breach, the GDPR provides for fines up to EUR 10,000,000 or 2% of global annual turnover (e.g. in case of not appointing a representative) or up to 20,000,000 or 4% of annual global turnover (e.g. in case of violating Art. 5, 6 or 7 GDPR), depending on the violation.

According to Art. 58 (2) GDPR supervisory authorities can impose further sanctions such as skimming of profits, imposing a temporary or definitive limitation including a ban on processing or ordering the controller or processor to bring processing operations in compliance with the provisions of the GDPR.

## How to become compliant?

- Compliance issues every business is facing
- Compliance issues in the gTLD world
- Compliance issues in the ccTLD world



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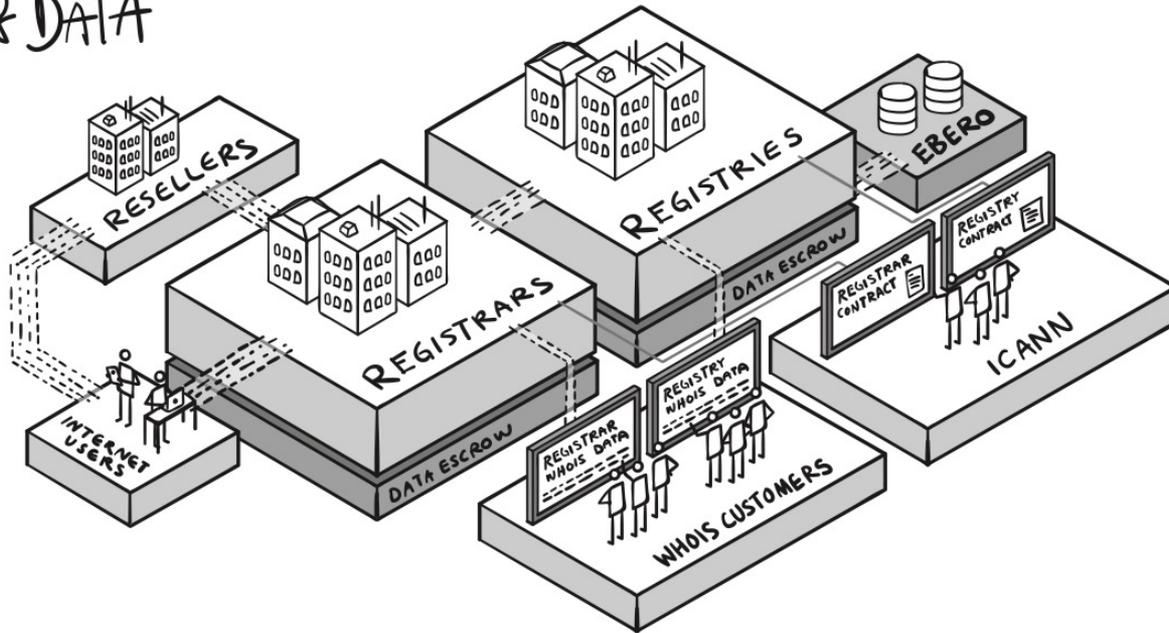


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# JOURNEY & DATA





# Thanks!

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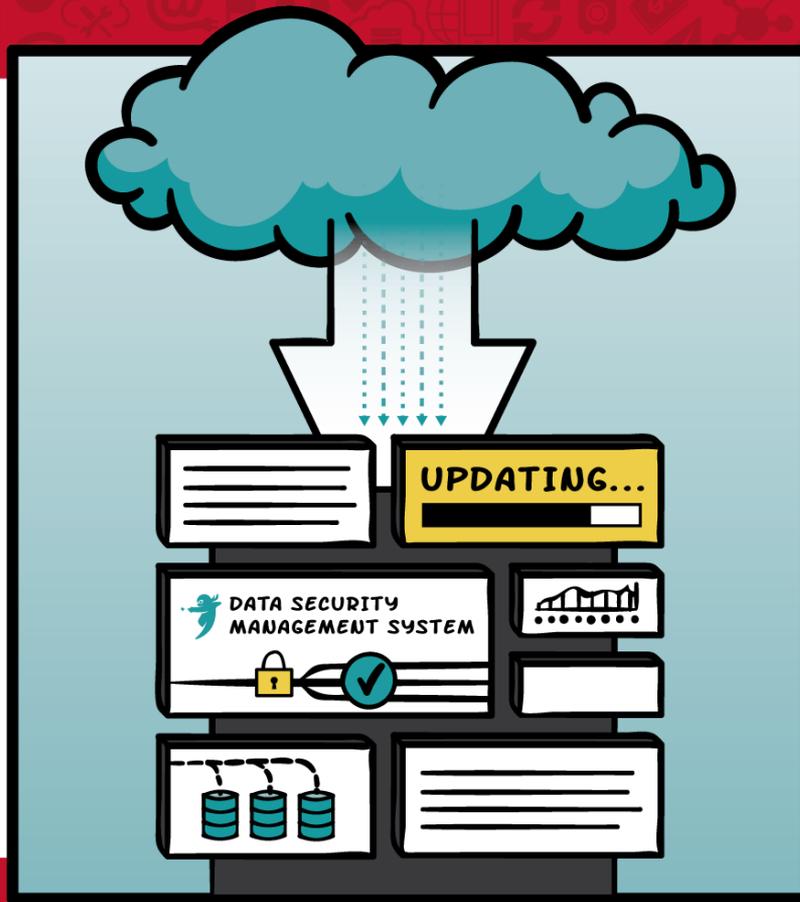
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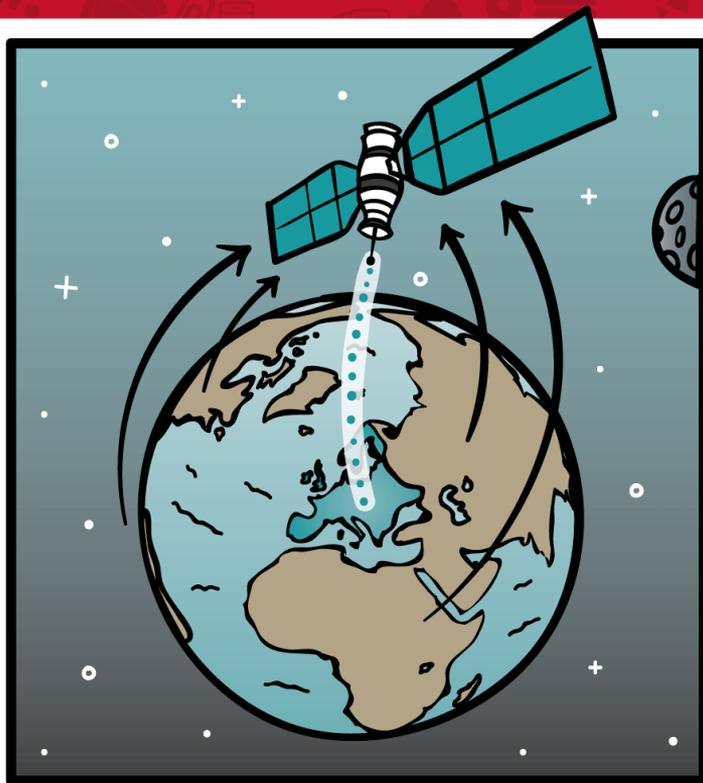
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**Data Protection Officer (internal or external)**



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Keep your data Security Management System up to date



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Representative



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