



envelope

The World's First Blockchain Postal Service

GDPR and Envelope Positioning Paper

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They say privacy is a thing of the past
we says it's the future





The purpose of this document is to outline what GDPR (General Data Protection Regulation) is, how it affects organizations in and related to the European Union, and how Envelope as a company is positioned to address the needs of those organizations after the new series of regulations take effect. As advocates of privacy and control for everyone, Envelope welcomes any and all advances that help protect personal data.

What is GDPR?

Taking effect after May 25th, 2018, the European Union's General Data Protection Regulation (GDPR) is a sweeping series of measures that will essentially restructure how organizations collect and the process the personal data of EU residents by creating a wider definition of what constitutes personal and sensitive data. This definition has been expanded to include, among other things...

- Online identifiers such as IP addresses and cookies
- Health, genetic, and biometric data

Who is most affected by GDPR?

Jim Conning, Managing Director of Royal Mail Data Services, says, "The forthcoming implementation of the General Data Protection Regulation (GDPR) is shining a spotlight on the data that organizations hold on their customers and prospects. Unsurprisingly, compliance with the GDPR was the number one concern for respondents, cited by 29% as their biggest worry."

While the goal of GDPR is aimed at the individual, it is organizations like businesses and public services that will be under the heaviest scrutiny of GDPR compliance. Those organizations meet the following criteria.

- EU-based organizations that collect or process the personal data of EU residents
- Organizations outside the EU that monitor behavior or offer goods and services to EU residents

GDPR also applies directly to service providers that process personal data on behalf of an organization, such as...

- Cloud services
- Call centers
- Payroll services

What is the purpose of GDPR?

The main focus of GDPR is to strengthen the privacy rights of individuals residing within the EU and offer them the following protections, standards, and remedies.

- Valid Consent - One of six legal precedents comprising stricter rules for obtaining consent as a legal basis for processing.
- Correction - The right to rectify inaccurate personal data
- Erasure - The right in certain cases to have personal data erased
- Data Portability - The right to move personal data from one service provider to another
- Automated Processing - The right not to be subjected to a decision based solely on automated processing

What does this mean for your organization?

In order to remain compliant with GDPR and still practice and utilize the collecting and processing of personal data of EU residents, organizations will need to alter both their internal processes and more strictly vet and monitor the third-party services they employ to perform the affected functions. The key aspects of compliance are as follows.

- Accountability – Organizations must maintain a record of all data processing activities
- Data Protection Impact Assessment (DPIA) – This practice is mandatory if the processing activity is likely to result in a high risk to the rights of the individual
- Data Security – Organizations must keep personal data secure through appropriate technical and organizational measures
- Data Breaches – Organizations must report any breach of data to the regulator within 72 hours
- Data Protection Officer – Maintaining a full-time DPO will be mandatory if the organization in question is a public authority, monitoring individuals on a large scale, or processing sensitive data. It will also be necessary for a senior staff member to be identified as responsible for use of data by any organization collecting and processing personal data, even if they fall outside the mandatory guidelines.
- Data Transfer – The transfer of personal data outside the EU only allowed if appropriate safeguards are in place

What are the consequences of non-compliance with GDPR?

Failure to comply with the General Data Protection Regulation after May 25th, 2018 by the affected organizations will result in severe penalties, including but not limited to

- Fines of up to 20 million euros, or 4% of global turnover
- Compensation claims for damages suffered by affected individuals
- Reputation damage and loss of consumer trust

How can Envelope help your organization remain compliant?

Envelope's products and services can help your organization meet many of the requirements of GDPR compliance. Envelope offers...

- Secure data transfer anywhere in the world via our virtual Envelope
- Unsurpassed data tracking and unalterable recording

- Versatility to send any size and type of data file or content
- Complete user control over data transferred, its recipient, and the conditions under which that data is viewed or used
- The ability to vaporize content entirely if user ever suspects a breach

Envelope's standards of security are ideal for organizations collecting, processing, and transmitting even the most sensitive data under the new EU regulations, such as the healthcare and insurance industries, and even public services. Our company offers numerous benefits to those organizations needing to meet these new and rigorous compliance demands.

- Envelope is a UK government approved Crown Commercial Service Supplier
- Envelope offers military grade encryption in transit and at rest, constantly tracking, controlling, and securing all user's data
- Envelope utilizes Blockchain technology to create and maintain complete and immutable records of all data sent

As pioneers of privacy and control for everyone, Envelope welcomes you to learn more about the benefits of using Envelope and GDPR compliance.

Visit <https://tokensale.envelope.com> today for further information on our products and services and to contact an Envelope representative.

What goes in an Envelope?
Everything

