

# Helping you Navigate GDPR

On May 25, 2018, GDPR will change everything you thought you knew about customer data collection. **Are you ready?**



If your company collects, stores or mines the personal data of European residents, you will need to dramatically change the way you do business when the General Data Protection Regulation, or GDPR, takes effect next year. Failure to comply will expose you to lawsuits and significant fines.

Ifrah Law can help you navigate the oncoming revolution in how companies handle personal data. Right now we are offering a reasonably priced fixed fee program which will review your current business practices and update your provisions and protocols to help your organization become GDPR compliant.

## Our special GDPR service will:

- Review and revise your privacy policy and procedures, including consent, notice, and staff training
- Ensure you have a clear purpose-based rationale for data collection and processing
- Advise whether you need a Data Protection Officer
- Counsel on implementing compliant data protection through measures like pseudonymisation of data

## Prepare Now for GDPR to Avoid Litigation and Fines

Before GDPR, customer data was widely viewed as an asset to be collected, mined and used for business and marketing purposes. GDPR will change that approach by putting data rights in the hands of the individual. Companies that use this data will need to respect individuals' rights or pay a hefty price. Violations could result in lawsuits and fines equaling 4% of annual revenue or 20 million Euros, whichever is higher.

- You will have to prove at every step of the way that, if you hold customer data, you are holding it for reasons that are necessary and for the benefit of the customer.

- You will need to inform the customer about their data rights, what you are doing with their data and why.
- You may need to reverse engineer existing data mining processes to comply with GDPR as it relates to any EU customers.

This dual treatment of customer data will be complex to implement, and areas of potential GDPR violation will be insidious and perhaps hidden in unexpected places.

This is where **Ifrah Law** comes in. Contact **Michelle Cohen** for more information.



### Michelle Cohen

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Michelle Cohen stands out as one of the leading authorities in data privacy, representing companies at the intersection of business and the internet. Her practice focuses on making sure that her clients' communications comply with marketing and privacy laws and regulations; and that appropriate policies and procedures are put in place to show a company's good faith efforts, should the government come knocking.

When companies are involved in potential data or security breaches or find themselves involved in an enforcement matter with federal or state agencies, Michelle's deep knowledge in these areas and her strong footing in the privacy community help her to resolve issues in the most expedient manner possible. She also has extensive experience defending individual and class actions in the consumer protection context.