

GDPR: Key provisions

Extraterritorial scope

The GDPR will apply to businesses outside the EU if they offer goods or services to EU residents, or if they track those residents – for example, through Internet profiling.

Penalties

Violators can be fined under a tiered system, up to 4 per cent of annual revenues or 20 million euros – whichever is greater.

Consent

Businesses will be required to use plain language when asking people for their data. The steps to withdraw consent and to give consent must be equally simple.

Breach notification

If organisations learn that a data breach has occurred, they must say so within 72 hours.

Data portability and the right to access

Individuals will have the right to ask whether companies have personal data about them and what it is being used for. They can also get a copy for free in an electronic format.

Right to be forgotten

People can demand that their personal data be deleted if they withdraw consent to its use or if the information is deemed to no longer be relevant to the original purposes that it was used for.