

# The Complete Guide to GDPR Compliance

GDPR has now been enforced. The law involves the protection of the data of the European citizens. In the year 2012, the European Commission drafted the plan for the reform of the data across the entire European region. On 25th May 2018, the law finally came into force, thus safeguarding the crucial information of the European residents.

TDInsights guide helps you further understand the GDPR (General Data Protection Regulation) and its benefits:

## What is GDPR?

General Data Protection Regulation is the regulation in the European Union for safeguarding the privacy and the data of the European citizens. This legal framework strictly ensures that the private data is given the top priority, thus strengthening the data rights of the population of the European Union. The main aim of GDPR is to provide control to every individual over their personal data. It is built on the principle of the Data Protection Directive with a precise data protection requirements. With the enforcement of GDPR, it would be compulsory for the processors and data controllers to protect the data, while the citizens can exercise their right if the data is misused. As per the law, there are strict penalties if any of the guidelines are violated.

## What are the key GDPR requirements?

The key GDPR requirements are:

- ▶ **Lawful and transparent processing:** The companies that process the personal data would be asked for fairly processing the data.
- ▶ **Data subject rights:** The citizens can also ask what all data the company has with them, and what does the company do with the information.
- ▶ **Limitation of the storage and data:** As per the regulation, the company can only collect the information that is necessary. With this, the data once legitimate purpose has been fulfilled should be deleted at any cost.
- ▶ **Data breaches:** The organization can maintain the breach register based on the severity and the person has to be informed within 3 days of the breach of the data.

## TDInsights commitment to GDPR

### What is considered personal information as per GDPR?

Anything is considered personal information that helps to identify a person. It can be an email address, name, gender, geographical location, finger print among others.

### How do you facilitate the safety of the data?

GDPR compels the organization to take the right security measures. We rightly ensure that the collected information is obtained with the permission of the individual. Our professionals completely ensure that the privacy measures aligns with the regulations, standards as mentioned in the General Data Protection Regulation.

### Do you offer the right information about GDPR to your customers?

TDInsights is committed to provide the required information to all of its customers. We understand having access to the information is the right of every individual and customer. The GDPR knowledge is imparted to all the customers involved with TDInsights.

### What type of data comes under the cover of GDPR?

The type of data that comes under the cover of GDPR are gender, genetic, biometric, health among others.

### How have TDInsights upgraded itself to meet the GDPR challenge?

We have taken all steps meeting the right requirements of GDPR. The steps include the right plan for aligning with the General Data Protection Regulation's guidelines. The professionals at TDInsights are aware of the terms and conditions mentioned in the GDPR. Thus it becomes to reach out to the customers.

### How do you proceed if anybody wants to opt-out?

As per the guidelines in the GDPR, if somebody wants to opt-out, then he has the right to do so. We, as a professional organization always provide the option to opt-out whenever anybody wants to. The emails are designed to include opt-out so that the customer can execute it with ease. This helps to win the trust of our recipient.

### How has GDPR impacted TDInsights?

TDInsights is a professional mailing service provider. With the enforcement of GDPR, the process at TDInsights has become more systematic and streamlined to serve the customers. We now have complete access to the personal information to safeguard. The guidelines as per the GDPR is strictly followed at TDInsights by our professionals. The subject can completely trust on us regarding the safety of their private and confidential information.

## About TDInsights:

TDInsights offers the best quality data solutions that are designed to boost the performance of your marketing campaigns and drive excellent sales revenue. Its network is spread across the globe, keeping the B2B database enriched with 50+ million records from top companies in more than 60+ countries.



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