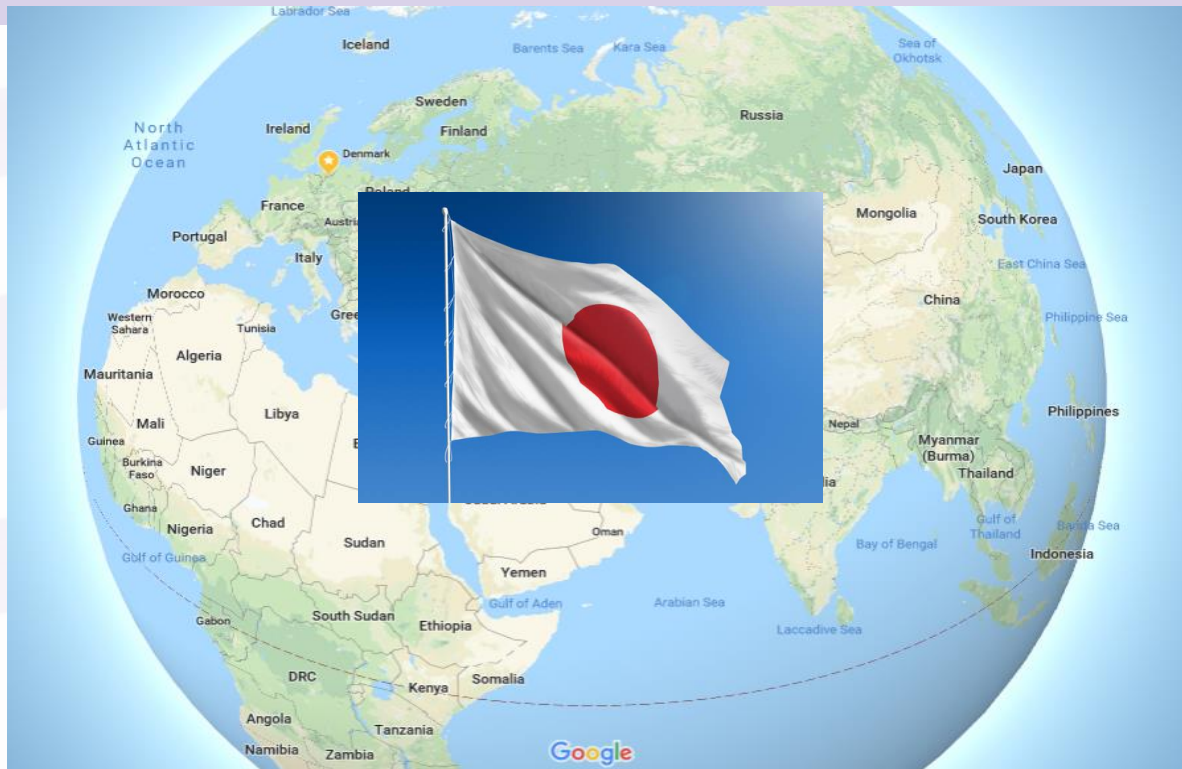


Cross Border Data Management: Managing the Evolving Legal Landscape

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International Regulations



Cross-Border Data Management

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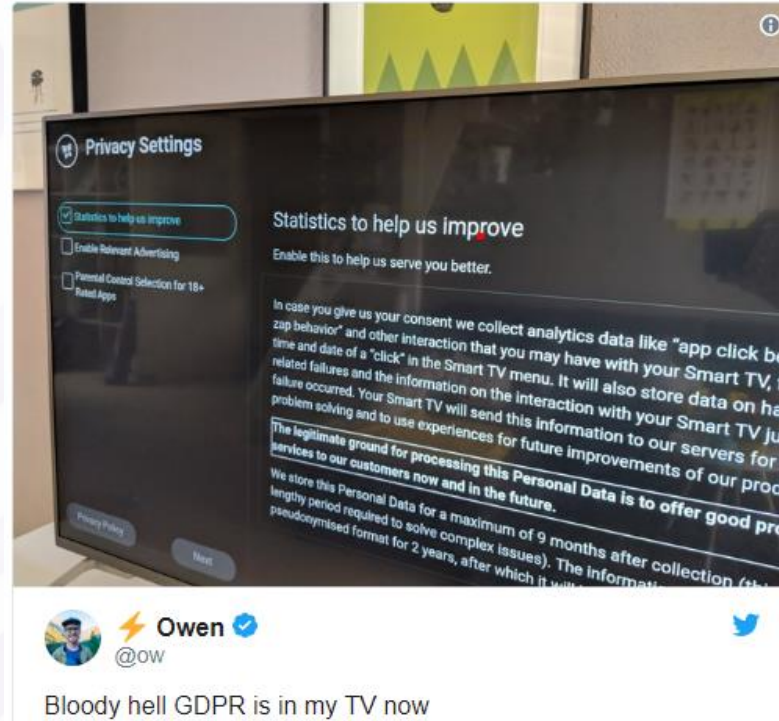
What happened on May 25th?



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GDPR Scope (Art. 1)

Applies to the “processing” and free movement of “personal data” of a “natural person” within the EU



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Key Roles:

- Controller
- Joint Controller
- Processor
- Sub-processor



Extraterritorial Impact

The GDPR applies both within the EU as well as outside of it. Art. 3.

First, it “applies to the processing of personal data in the context of the activities of an establishment of a controller or a processor in the Union, regardless of whether the processing takes place in the Union or not.”

Second, for a controller or processor not established in the EU, the GDPR applies where the processing activities are related to:

1. 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
2. the monitoring of their behaviour as far as their behaviour takes place within the Union.



Maximum Penalty:

4% of global revenue or 20 million euros, whichever is higher

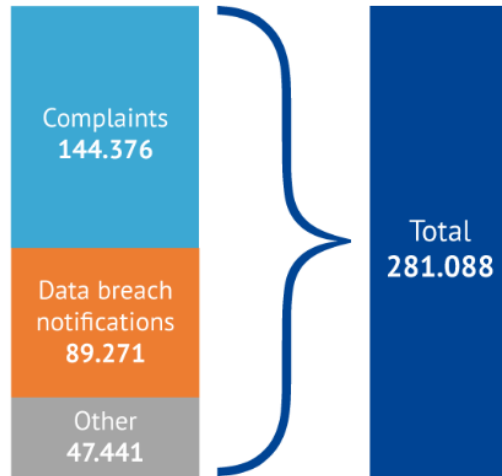
Private Right of Action



Sanctions & Complaints

National Cases

Number of cases per type



Based on information provided by SAs from 27 EEA countries

Germany: Based on information provided by The Federal and 17 Regional SAs



Sanctions & Complaints

The CNIL's restricted committee imposes a financial penalty of 50 Million euros against GOOGLE LLC

**Covert data-scraping on watch
as EU DPA lays down 'radical'
GDPR red-line**

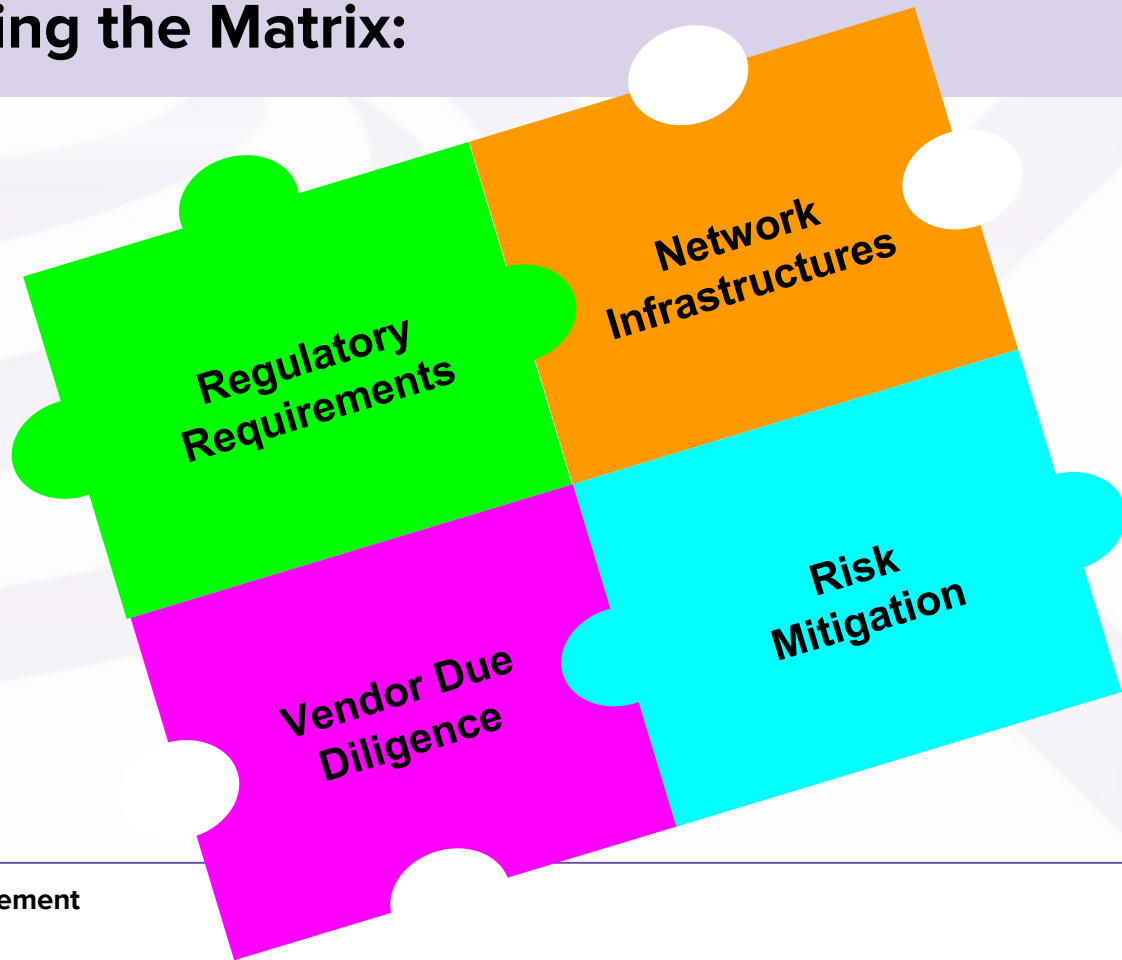
GDPR fines total €56M in first year as Facebook faces 11 investigations

Ben Lovejoy - May. 28th 2019 4:23 am PT  @benlovejoy

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Understanding the Matrix:



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***For further information or questions, please contact me at:
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