

# What GDPR Means for Data Privacy\*

## Poster Session

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Data privacy/personal data has drawn a lot of attention from people in sectors of commerce, technology, real time data processing, information technology and the banking industry. With the adoption of the European Union General Data Protection Regulation (EU GDPR) data privacy policies must be modified to meet the new requirements. It is estimated that more than 50 must modify business practices to meet the requirement (www.inc.com, 2018) The days of collecting data and selling it without easy-to-read user consent is no longer allowed under GDPR. Data portability allowing users to request a report of data stored about them in a readable format, becomes a key concern for companies such as Google, Yahoo, Microsoft, Amazon and others.

This poster provides some context to what personal data and data privacy is interpreted by multiple organizations and countries. It discusses what types of information are considered to be personal information and the issues associated with keeping this information private. It briefly discusses how the EU GDPR impacts the definition of the personal information and how the right to be forgotten will impact privacy and data storage

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