

# GDPR: Подход технологической компании

Анастасия Землюкова

“Businesses and users are going to embrace technology only if they can trust it.”

Satya Nadella  
Chief Executive Officer  
Microsoft Corporation

“Make no mistake, the GDPR sets a new and higher bar for privacy rights, for security, and for compliance.”

Brad Smith  
President & Chief Legal Officer  
Microsoft Corporation



# Industry view: GDPR is an important step forward for clarifying and enabling individual privacy rights



"As the GDPR raises the privacy bar to a new level, I think cloud computing is going to help many organizations manage their data better and ultimately be more protective for an organization," Bellamy said. "If they work with the right trusted partners, it will go a long way towards satisfying their GDPR compliance."

- Bojana Bellamy, President of the Centre for Information Policy Leadership



"We see that companies that are really embracing GDPR as a strategic business opportunity are accelerating are moving to the cloud in a more comprehensive way. They see an opportunity to create that business driver at the top of their technology decisions so that they are not only enhancing their compliance with GDPR, but actually enhancing their ability to provide a better customer experience today and in the future."

- Valerie Abend, Accenture's Global Lead for Cyber Regulation

# Providing clarity and consistency for the protection of personal data

The **General Data Protection Regulation** (GDPR) imposes new rules on organizations in the European Union (EU) and those that offer goods and services to people in the EU, or that collect and analyze data tied to EU residents, no matter where they are located.

- **Enhanced** personal privacy rights
- **Increased** duty for protecting data
- **Mandatory** breach reporting
- **Significant** penalties for non-compliance

*Microsoft believes the GDPR is an important step forward for clarifying and enabling individual privacy rights*

# GDPR principles

Lawfulness

Fairness

Transparency

Purpose  
limitation

Data  
minimization

Accuracy

Storage  
limitation

Integrity

Confidentiality

Accountability

# What are the key changes to address the GDPR?



## Personal privacy

Individuals have the right to:

- Access their personal data
- Correct errors in their personal data
- Erase their personal data
- Object to processing of their personal data
- Export personal data



## Controls and notifications

Organizations will need to:

- Protect personal data using appropriate security
- Notify authorities of personal data breaches
- Obtain appropriate consents for processing data
- Keep records detailing data processing



## Transparent policies

Organizations are required to:

- Provide clear notice of data collection
- Outline processing purposes and use cases
- Define data retention and deletion policies



## IT and training

Organizations will need to:

- Train privacy personnel & employee
- Audit and update data policies
- Employ a Data Protection Officer (if required)
- Create & manage compliant vendor contracts

# What does this mean for my data?

Stricter control on where personal data is stored and how it is used



Better data governance tools for better transparency, recordkeeping and reporting

Improved data policies to provide control to data subjects and ensure lawful processing

# Microsoft commitment to Customers

To simplify Customer's path to compliance, Microsoft is committing to GDPR compliance across our cloud services when enforcement begins on May 25, 2018.

Microsoft together with the partners will share their own experience in complying with complex regulations such as the GDPR.



# Supporting customers with contractual commitments

Microsoft's GDPR contractual commitments are now available in the Online Services Terms (OST) at [www.microsoft.com/licensing](http://www.microsoft.com/licensing) (as of September 1st 2017)

Microsoft was the first major cloud services provider to make these commitments to its customers.

# SOLUTIONS TO PREPARE FOR THE GDPR





Every company is  
a data company

