

LAST SPRINT FOR GDPR?

The EU General Data Protection Regulation (GDPR) comes into force in May 2018. Are you getting close to compliance?

RISK-BASED APPROACH

In the UK, the Information Commissioner has clearly indicated that the implementation of GDPR is expected to be risk-based. If you have done your discovery and privacy impact assessment thoroughly, you may have a very long list of possible improvements. At this stage of the game, you will need to prioritize this list very carefully.

Priority 1: Absolutely must be fixed before May 25th.

Priority 2: Must be fixed as soon as possible after May 25th.

Priority 3: Should be fixed by end 2018

Priority 4: Be prepared to fix quickly in response to emerging events or guidance.

Your compliance is going to be dependent on getting your workforce up to speed with the requirements of GDPR, as well as agreeing things with your suppliers. For example, have you updated all your supply contracts to cover GDPR, and have you checked the terms and conditions of your cloud service provider?

QUESTIONS, QUESTIONS

Many organizations have spent considerable sums of money on legal opinion, but without getting definitive answers to key questions of consent and process. Inevitably, given the novelty of GDPR, there is a degree of uncertainty as to how some of the elements will be interpreted and enforced by the Information Commissioner and by the courts. Retailers will be keen to comply with the regulations, while avoiding unnecessary expense and bureaucracy.

Some organizations are currently engaged in contingency planning and scenario rehearsals, to prepare themselves for a range of alternative futures without excessive investment or over-engineering.

One of the challenges is predicting the future behaviour of data subjects. For example, how to estimate the likely percentage of customers who will opt in to data sharing, how to estimate the likely number of data subject requests.

Meanwhile, there have been some useful signals of intention from the Information Commissioner's office, but there is still some degree of uncertainty about the likely focus of regulatory action.

When the GDPR was first proposed, it was hoped that a new ePrivacy Regulation would come into force at the same time. This has not happened, so UK business continues to be subject to the existing PECR (Privacy and Electronic Communications Regulation). At some stage, this regulation will be replaced, and this may trigger further changes in your processes and systems.

RESPONSIBILITY BY DESIGN

It would be easy to feel that GDPR is just another burden on the shoulders of UK business. But you should also think of it an opportunity – to present yourself to your customers (and for that matter to your own employees) as a trustworthy and reliable organization.

Privacy is an important dimension of a values-driven approach to innovation. At Reply, we are developing a new approach to innovation governance, which will allow ourselves and our clients to realise the extraordinary potential of new technology without compromising our ethical principles.

HOW REPLY CAN HELP YOU

Retail Reply has used its knowledge of retail business and systems to simplify and accelerate the discovery for several UK retailers, and to develop pragmatic plans for GDPR compliance. We have used our architectural reference models to identify and prioritize privacy hotspots, and use privacy-by-design principles to build robust customer-centric solutions.

Plan Review	Validating your GDPR plan for completeness
Execution Support	Helping to deliver against your GDPR plan
Simplification and Consolidation	Rationalizing processes and systems. Embedding privacy by design practices
Consumer Trust	Leveraging your enhanced privacy Improving engagement and trust with your customers

Let us talk to you about aligning your digital and data strategy with the demands of privacy and responsibility. And for more information and guidance on GDPR, please see our previous white papers.

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