

GDPR-COMPLIANCE: DO YOU HAVE IT COVERED?

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That's all about to change.

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When Henry Ford unveiled the Model T, it didn't come with seat belts. No one called him out on it. There was also a time when smoking cigarettes was a lot cooler than it was suicidal, and when smoking on aeroplanes seemed quite reasonable. Not so long ago, cyclists never wore helmets. Nor did recreational skiers.

The truth of it is, crazy behaviours look a lot clearer in the rear-view mirror than they do on the road ahead.

And while times do change, society shifts, and behaviours play catch-up, it can be slow going.

Of course, fast-and-loose behaviours are typical in any fledgling category, where our corresponding behaviours are in their infancy. And at present – digitally-speaking – we're still in the casual, fast-and-loose stage.

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We email contracts, fill-in forms, ping texts, and figuratively-speaking, there's no seat belt or safety helmet in sight.

The encouraging news is that we're all becoming sensitive to the inherent dangers in how we communicate online, in what we send, and how we send it. And as we become more aware, and the cautionary tales grow, the way we behave will change.

As the Digital Age matures, we'll all grow wiser with it, and we'll take fewer and fewer risks online. We'll take fewer risks professionally, and we'll take fewer risks personally. It's a journey – and 2018 is going to be a big year for our dawning digital maturity.

The fast-approaching arrival of new GDPR (General Data Protection Regulation) legislation (as of May 25th) represents a water-shed moment for changing online behaviour. The legislation is NOT a how-to guide. It's not a best practice recommendation.

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GDPR: Have it covered

GDPR is law and consequence. It's a cause-and-effect behavioural trigger, where the consequence of not complying and falling foul will hit companies where it hurts the most. Imagine getting slammed with a €20M fine? Imagine being fined 4% of your worldwide turnover?

And that leads to a series of very simple, equally bottom-line questions...

Who in your business has GDPR covered? And is it really covered off? To think that you are exempt, to think it doesn't apply to your company or colleagues or the way you work and communicate could be naïve assumption of the costliest kind.

If you're emailing anything from or to a Gmail or Outlook account, that information is at risk. It's not safe, it could be easily intercepted, and it's not GDPR-compliant.

If you're emailing any client or customer for information, say for a photo ID, copy of a utility bill or bank statement, then webmail (email outside corporate networks) is not secure and not GDPR-compliant.

GDPR is NOT simply new laws relating to how companies store data and how they depersonalise that data so as to protect our identities and information. GDPR is not just about the storing of data. GDPR is also about the FLOW of information. GDPR-compliance crucially relates to how companies and customers digitally communicate and exchange information.

And GDPR places responsibility squarely on the company, to address how all companies communicate. 'Everyone uses email' will no longer be an acceptable mea culpa, should information leak or be hacked.

In the modern Digital/Data-Compliant World, every client-servicing business will need to be able to send and receive sensitive and personal information in a secure and GDPR-compliant manner.

The welcome news for companies in all this is that GDPR-compliance is a lot easier and cheaper than most might fear – and it invites all companies to step-up and follow digital best-practice in how they manage their online client and customer interactions.

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Being smarter and safer in how companies communicate online does NOT have to change what a company asks for. It simply changes HOW they ask for it. Specifically, it changes the channel; the medium used. Instead of using unencrypted webmail, companies will now have to use email software that is secure, encrypted, and compliant.

Which is where StayPrivate comes in. StayPrivate ensures safe and secure 2-way communication between businesses and external contacts. Our plug-and-play solution is compatible with all email accounts, making it incredibly easy to encrypt emails and share files securely.

GDPR is a wake-up for the working world, and as wake-up's go, it's not before time. Our online world needs to get a whole lot safer for everyone, and the commercial world has a responsibility to its customers and must demonstrate its digital duty of care. The good news is that technological progress tends to create opportunities, then present challenges, then offer news ways of fixing those challenges.

ABOUT US

StayPrivate ensures safe and secure 2-way communication between businesses and external contacts. Our plug-and-play solution is compatible with all email accounts, making it incredibly easy to encrypt emails and share files securely.

With click-and-PIN access, TLS connections, AES-256 encryption and multi-factor authentication, StayPrivate enables companies of any size to send and receive personal data in a GDPR-compliant manner.

GET IN TOUCH

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