

# GDPR posters James Fisher and Sons plc

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**The EU's General Data Protection Regulation  
comes into force on 25 May 2018**

James Fisher and Sons plc  
Marine Services Worldwide

## THE BASICS

### 1 What is the territorial scope?

GDPR covers:

- EU organisations
- Non-EU organisations who offer goods or services to EU citizens
- The UK irrespective of Brexit

### 2 Who are the key players?

- Data subjects – e.g. individuals such as customers
- Data controllers – e.g. James Fisher and its subsidiaries
- Data processors – e.g. 3rd parties with access to data
- Supervisory authorities – e.g. ICO in the UK

### 3 What is personal and sensitive data?

Personal data involves information relating to a person who can be directly or indirectly identified and can include: name, email address, location data or online identifier/profiling.

Also includes personal data that has been pseudonymised, such as online profiling, including cookies and IP addresses.

Sensitive data includes information relating to:

- Racial or ethnic origin
- Religious or philosophical beliefs
- Genetic data
- Political opinions
- Trade union membership
- Biometric data
- Sex life
- Health

### 4 What is lawful processing?

Lawful bases for processing data collected for specified, explicit and legitimate purposes must be determined and communicated before processing.

Data subjects **always** have the right to object to processing for the purposes of direct marketing, whatever lawful basis applies.

### 5 Rights of data subjects

- Transparency
- Data access and correction\*
- Right to erasure\*
- Right to data portability
- Automated decision making (right not to be subject to a decision based solely on automated processing including profiling)

\*Within GDPR parameters

### 6 Data breach notification

A personal data breach is 'a breach of security leading to the accidental or unlawful destruction, loss, alteration, unauthorised disclosure of, or access to, personal data transmitted, stored or otherwise processed.'

- If you become aware of a personal data breach, raise the alarm to your nominated GDPR representative as soon as possible
- Data controllers/processors must notify supervisory authorities no later than **72 hours** after discovery of a breach
- If likely to result in a high privacy risk, data subjects must be notified

### 7 What is the cost of non-compliance?

**Fines**  
Up to €20M or 4% of total annual worldwide turnover.  
Less serious violations: Up to €10M or 2% of annual worldwide turnover.

**Effective judicial remedies**  
Compensation for material and non-material harm.

**Disruption to business**  
Loss of customer trust and damage to a company's reputation which can take years to remedy.

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