

GDPR

General Data Protection Regulation

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Context

- Adopted by the European Parliament on 27 April 2016 , then published on **4 May 2016**
- Applied on **25 May 2018**
- Strengthening of existing rights + new rights for **individuals**
- More responsibilities for ESC : **accountability , privacy by design ...**
- Shared responsibilities with suppliers, sub contractors

- **ESC is registered under the data protection laws in France** (Commission Nationale de l'Informatique et des Libertés – CNIL)
- **We've worked with a specialised consultant for years to be compliant with the french law**

Action plan at ESC to be compliant in due course

- Set up as a priority project by ESC management in **September 2017**
- GDPR contacts/referents nominated in ESC departments (and training / awareness raising) to identify and record all data processing across the society
- Data retention periods validated (documents, databases ...) and data cleansing
- Update and publication of policies and procedures : <https://www.escardio.org/privacy>
- New internal procedure for staff for sensitive and personal data management
- New terms in contracts (for suppliers and sub contractors, for staff)
- Non disclosure agreement (for volunteers)
- Central repository for documents (accountability)
- Management, followup of data exchange outside of EU (registries, PCO ...)
- Staff/organisation to manage requests in dataprivacy@escardio.org
- Data Protection Officer

Personal data at ESC

- The ESC in its activities, process a huge amount of personal data : Congress, Membership, Research/Registries ...
- ESC manage about 400 000 contact records, and respect GDPR, especially :
 - Individuals have the right to request from ESC, **access to and rectification or erasure** of their personal data.
 - ESC put in place the organization, systems, interfaces and processes to allow individuals to easily **opt out / unsubscribe from emailings/newsletters or to request deletion of their data**
 - At the time of data collection (ie : registration) ESC explains all the **purposes** of the data processing, the recipients, the retention period etc ... data cannot be used for other purposes as per the law.

Personal data at ESC

- ESC, with its integrated tools (CRM, emailing system, websites) can make sure data is properly processed and respect rules from end to end.
- My ESC database (contact records in CRM) is the central repository and is the online portal where end users can update their details. It's the most accurate version of personal data, with consent management, and with a purge process to respect retention period (as opposed to offline lists).

Ongoing work

New registration system under development (implemented for individual registration already), third party processes under review (ie : **group registration**)

- ESC is the recipient of a lot of personal data shared by partners
 - Need to improve processes to be GDPR compliant
- > Put in place a systematic communication (notification sent to individual participants invited by a third party to let them know they are in our systems and they can access/modify their details as per the law)
- > email address of participant is needed

Ongoing work

Having the email address of participant in the group list would also significantly improve data quality (email address is a unique identifier in our database)

- Get rid of duplicates
- Match existing contact in our database
- Capability of the system to apply the right fee automatically (ie : Professional Member)
- Capability of ESC to contact users so they can update/enrich their profile before the congress (fields of interest, institution ...)

Major outcome for exhibitors-> high quality data for lead retrieval / badge scanning on site at congresses

Questions

