



# PR3: Toolkit to organize digital events of internationalization

## Module 5: Issues concerning data protection and privacy during virtual events

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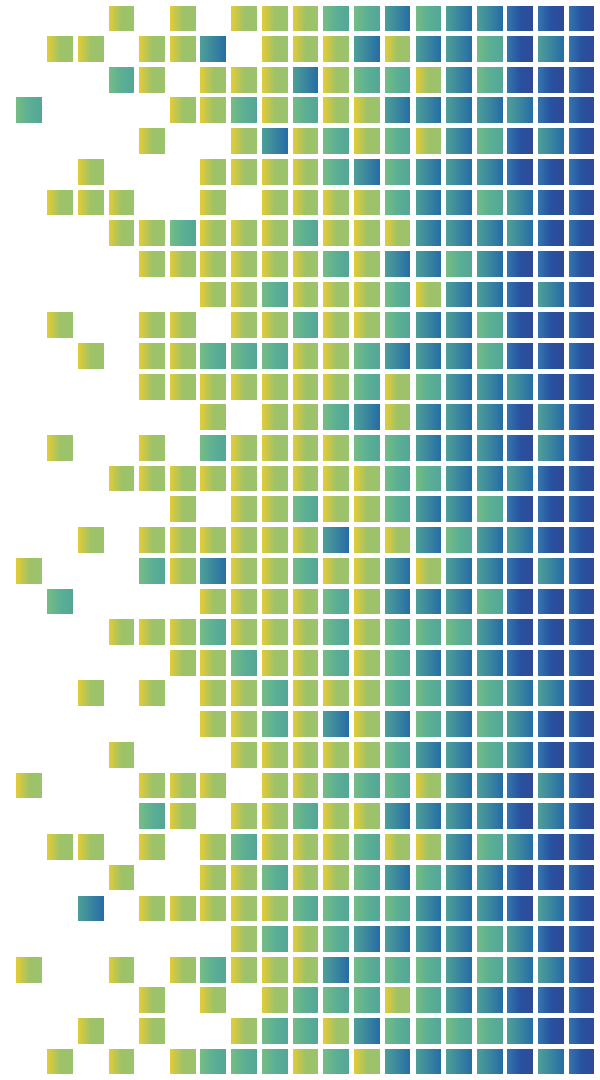


## Module 5: Contents

- Data and their protection
- The steps to a compliant approach to data protection and privacy



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# DATA AND THEIR PROTECTION

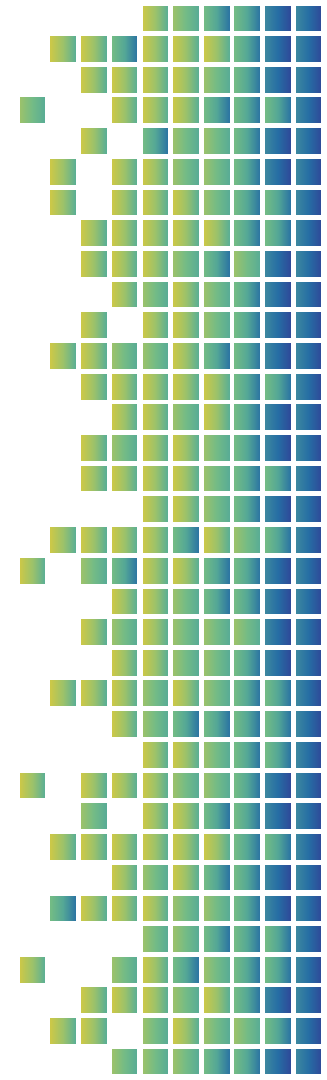


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## WHAT IS YOUR DATA FOR? WHAT CAN HAPPEN TO THEM?

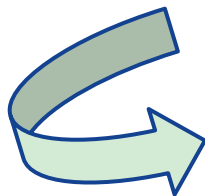
- Hyper-Segmented Digital Marketing
- Industrial espionage
- Identity theft
- Frauds
- Blackmailing
- Credit card cloning
- Ransomware, phishing (demand a rescue pay to return your data)
- Buying cell lines to perform illegal activities involving you
- Open checking accounts in your name to launder money
- The basis for target identification and planning for physical hijackings
- Requesting false health insurance reimbursements on your behalf





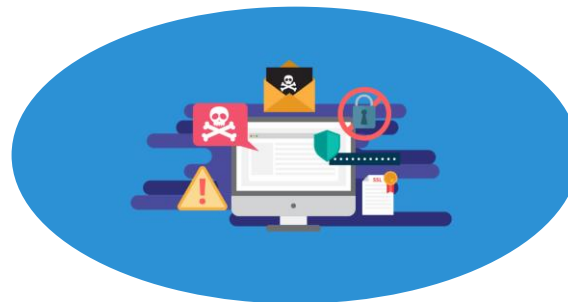
Ginni Rometry, **CEO at IBM** from 2012 until April 2020, knows exactly what is going on and has spoken about it a few times:

*“Data is the natural phenomenon of our time. It is the new natural resource in the world. It is the basis of competitive advantage and is transforming all professions and industries. If all of this is true, then cybercrime is the biggest threat to every industry and every business in the world.”*



The topic of data privacy and security is in the mainstream media, and people have begun to realize the value of their personal data

- It's happening like in the movies. Anyone who has watched **“Terms and Conditions May Apply”** and **“The Great Hack”** know what we're talking about
- If you're still not convinced, look at how hypersegmentation on advertising campaigns is arriving on your cell phone immediately after you show interest in a specific subject



## Data protection and virtual events

- Virtual events offer many advantages - from reach and increased interaction to optimal evaluation of the data obtained.
- Systematic preparation is required to ensure that the data required and collected is secure and can also be used on the marketing side afterwards.

The most important points to remember here are:

- Basic principles of the GDPR
- Encryption
- The used tool
- Privacy Policy
- Double Opt-In
- Privacy of participant data

## Basic principles of the GDPR

One of the most important basic principles of the **GDPR** is the so-called **data economy** = only those data may be collected that it really needs.

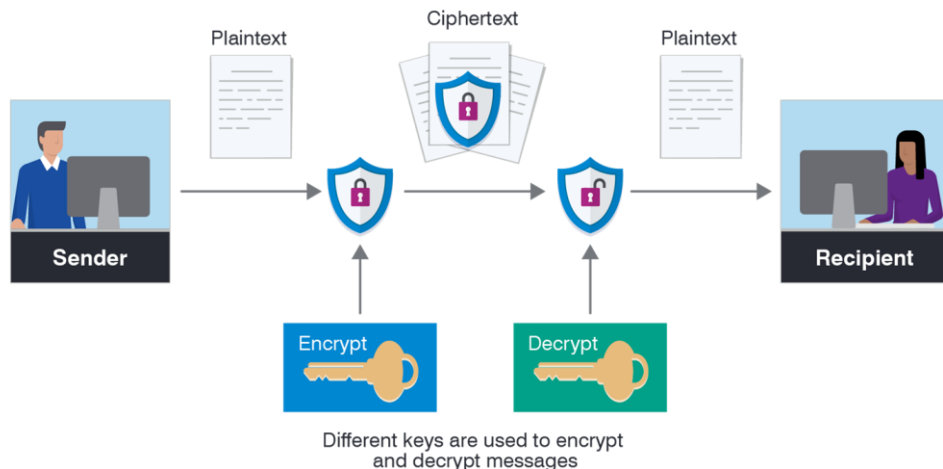
For example, it is usually irrelevant where the participants live.  
Basically, you don't even need a name, an e-mail address and possibly the company name are already sufficient for registration.



## Encryption

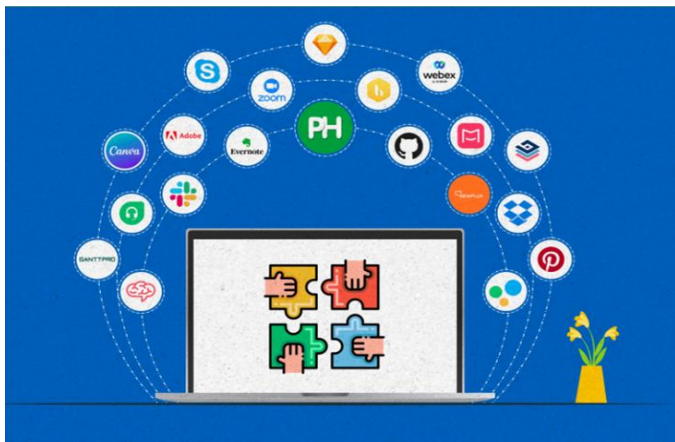
Personal data is collected during registration: these must be protected

Sufficient encryption of website and data transmission is mandatory:  
always follow current standards



## The used tool

The event stands and falls with the video conferencing tool or online event tool used.



- Look for a tool that meets technical requirements and, above all, data protection requirements.
- Check whether personal data is processed via the tool (the answer is yes in 99% of cases) and where this data is stored or processed.
- You need an order processing contract with the provider of the tool.

If it is a non-European tool that also processes the data outside the EU, remember that the EU-U.S. Privacy Shield has been overturned and you must therefore agree additional contractual provisions with the tool provider.



## Privacy Policy

Which data is collected for which purposes and how is it processed? Which tools are used when and why?



- You must make all these questions available to participants in simple and understandable language with just one click - even before the event
- The privacy policy must therefore always be kept up to date, depending on the tools used
- If you also want to use the data for marketing purposes, then these purposes must also be explained in the privacy policy and the participants must be given the opportunity to object at any time. In addition, a so-called **double opt-in** is required in this case

## Double Opt-In

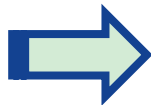
In order to protect the interested parties from unwanted information, the use of data for further advertising purposes generally requires consent pursuant to **Art. 6 (1) a) DSGVO** and **§ 7 (2) and (3) UWG**.

In this case, a **confirmation email** must be sent after registration, which contains a **confirmation link**.



Only when this link is confirmed is the data processing for advertising purposes lawful

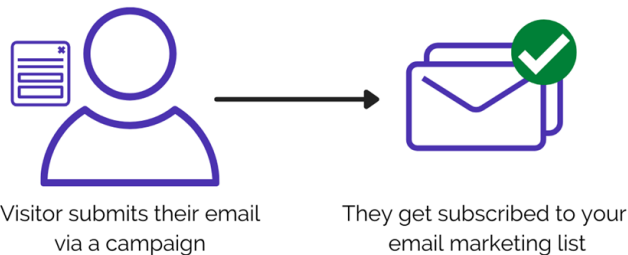
**IMPORTANT!!!**



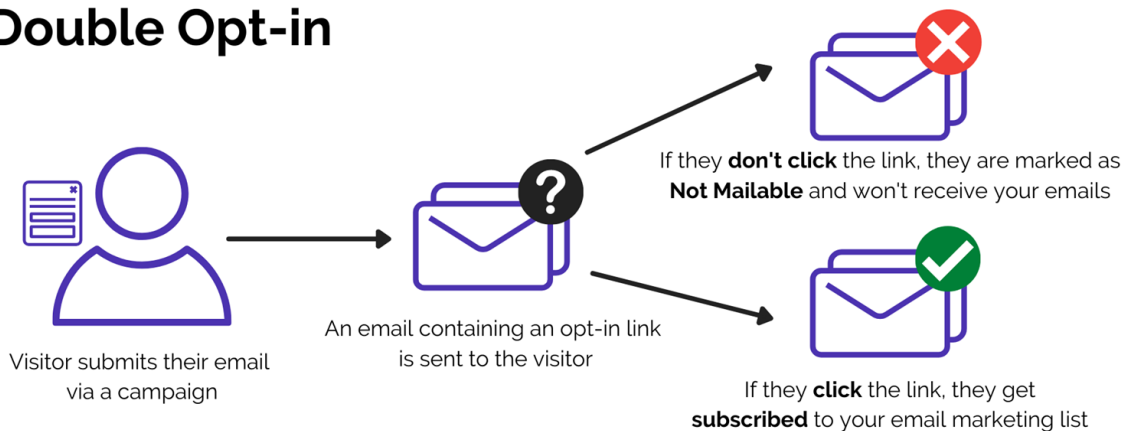
If interested parties register for the digital event but do not perform a double opt-in, the e-mail address may not be used for further advertising (see also Section 7 (2) Nos. 2 and 3 UWG)



## Single Opt-in



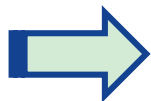
## Double Opt-in



## Privacy of participant's data



**Before, during and after** the event, the data of the participants must be protected as best as possible by you as the person responsible



This means, for example, that no list of participants may be published unless they have given their express consent, that the names of those present may not be shown online unless they request it, or that no images or sound recordings may be made unless consent has been given in advance

**IN ADDITION**, you also need a concrete concept of how to proceed internally if a data protection breach occurs

# THE STEPS TOWARDS A PROFESSIONAL AND COMPLIANT APPROACH TO DATA PROTECTION AND PRIVACY

1. Work to get the right sponsors
2. Perform a detailed diagnosis to define the scope of what needs to be done to comply with the legislation
3. Appoint a DPO (Data Protection Officer)
4. Establish policies
5. Data privacy and security needs a professional approach
6. Information security culture, engagement, communication, and training



# 1. WORK TO GET THE RIGHT SPONSORS

This is a matter to be treated with **the high administration**: senior management, board of directors, and/or advisory committees



1. **THE FIRST LINE OF DEFENSE:** is a strong IT department
1. **THE SECOND LINE OF DEFENSE:** is proper risk analyses and legal compliance
1. **THE THIRD LINE OF DEFENSE:** is an internal audit, including the choice of suppliers that have this preoccupation as a top priority

## 2. PERFORM A DETAILED DIAGNOSIS TO DEFINE THE SCOPE OF WHAT NEEDS TO BE DONE TO COMPLY WITH THE LEGISLATION



- Map information that needs to be protected, areas, systems, environments, platforms, and professionals that need to be involved
- Identify policies that need to be created or existing ones that need to be updated
- Identify documents that need to be reviewed, like consent terms



### 3. APPOINT A DPO (DATA PROTECTION OFFICER)



Main duties:

- Coordinating data protection efforts across all departments involved
- Participating in projects to ensure privacy by design since the very first project scratch
- Conduct and monitor a DPIA
- Promote awareness as a best data protection practice
- Insert data protection on the organization's agenda until the subject is part of the culture
- Be the touch point with regulatory authorities

## 4. ESTABLISH POLICIES



- Classify information (public, restricted, sensitive, confidential, or critical);
- Communicate frequently with authorities,
- Implement a robust information security program, including periodic monitoring and testing;
- Test vulnerability and data encryption on the internal network regularly;
- Make employees and stakeholders aware.



## 5. DATA PRIVACY AND SECURITY NEEDS A PROFESSIONAL APPROACH

- Consent must be provided in writing or by any other means that demonstrates the effective manifestation of the holder's will in a detached clause of the other contractual terms.
- If consent is changed from its initial purposes, new consent must be obtained from the holder →the consent can be revoked.



CONSENT

- Consent models have distinctions.
- Opt-in marketing or commercial messages are only sent to those who express their prior and explicit consent to receive them.

## 6. INFORMATION SECURITY CULTURE, ENGAGEMENT, COMMUNICATION AND TRAINING

**Data Protection Officer (DPO):** a legal or physical controller that collects personal data and makes all decisions regarding the form and purpose of data processing.



- The bridge between shareholders, public authorities, and the operational IT team;
- Responsible for guiding employees that are out of the data processing practices, promoting a clear and objective data protection culture.



- Processing any operation performed with personal data, such as collection, use, processing, storage, and disposal, needs to have the supervision of a data specialist.
- Employees must be **cyber-aware** in order to understand how to protect their personal data.



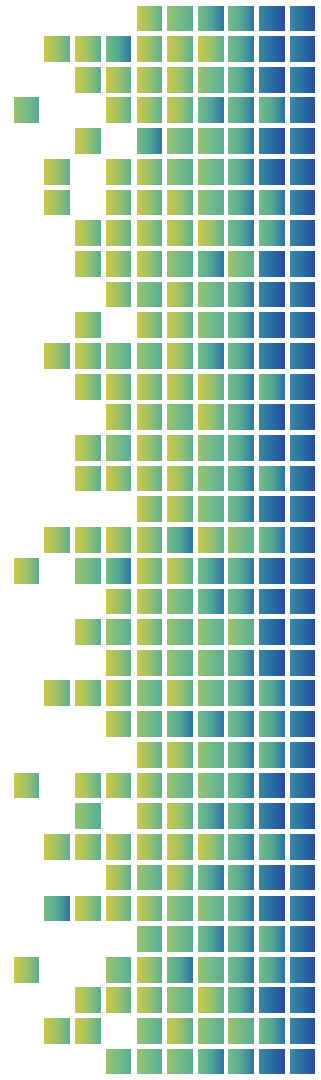
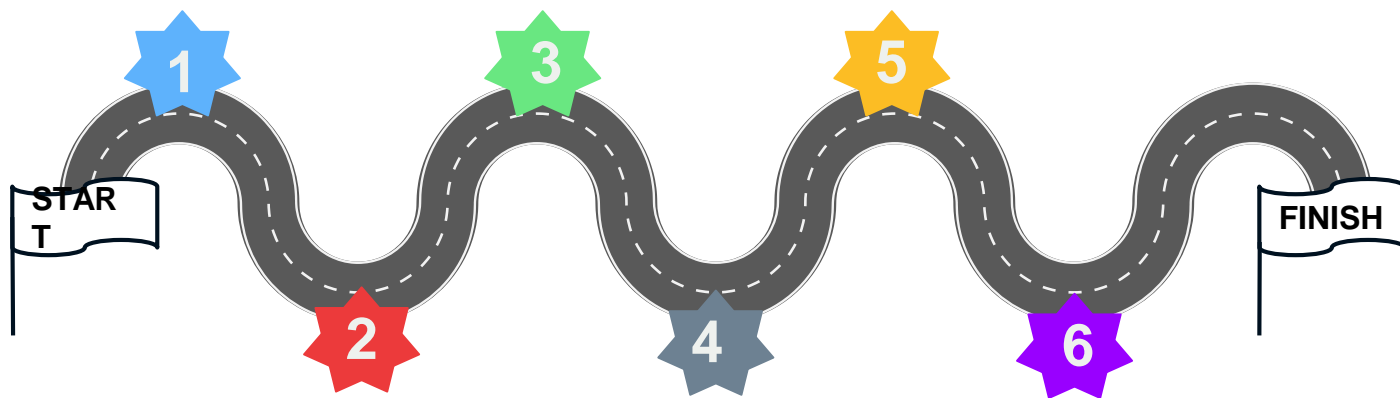
## NOW IT'S YOUR TURN!

**Create your roadmap to data protection and privacy**



Follow the steps and fill in the roadmap in the next slide to achieve the perfect data protection for your online event

## Your data protection roadmap



# General Evaluation Questionnaire

If you have gone through all the modules, please fill in following general evaluation questionnaire





# Thank you!



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AUSSENHANDEL UND VERKEHR, BREMEN



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