

Fellowes
Brands™

An introduction to the

European General Data Protection Regulation





What is EU Data Protection?

In the EU personal data can only be collected under strict conditions for legitimate purposes only. Those who collect and manage personal information must protect it from misuse and must respect data protection law.

What is GDPR?

The General Data Protection Regulation ("GDPR") is a comprehensive upgrade of data protection laws across the EU. It applies to the handling of personal data.

What is personal data?

Personal data is data relating to a living individual who can be identified from that data. Personal data can include names, addresses, National Insurance (social security) numbers and CCTV of individuals. It is anything which could identify a living individual. Personal Data can be in electronic or hard copy form.



When does GDPR come into effect?

GDPR goes live on 25th May 2018

What does GDPR say?

Personal data must be processed in a manner that ensures appropriate security of the data, including protection against unauthorised or unlawful processing and against accidental loss, destruction or damage, using appropriate technical or organisational measures.

6 principles of Data Protection

These six principles should be the core of any data protection strategy. Data shall be :

1. Processed lawfully, fairly and in a transparent way.
2. Collected for specified, explicit and legitimate purposes and not be subsequently processed in a way that goes against those initial purposes.
3. Adequate, relevant and limited to what is necessary.
4. Accurate and up to date; inaccuracies should be processed, erased or rectified without delay.
5. Kept for no longer than is necessary.
6. Processed securely

Consent

Consent gets tougher under GDPR. There are no opt-outs or silence permitted – an active process is required to give consent. There is also a requirement to demonstrate that consent has been given.

For example an active process as box-ticking will have to be put in place.



Right to be forgotten

Gives the individual the right to have his personal data erased “without undue delay”

SAR's – Subject Access Requests

The Subject access request is a process whereby someone can exercise their right to gain access to data held on them. This must be answered within one month of receipt of the request.

Data breaches

When do you have to report data breaches? You might have to tell a regulator about most breaches within 72 hours. You might also have to inform affected individuals too.

What is a data breach?

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.



**Penalties: What kind of fines can organisations face for breaching the rules?
Maximum penalty is € 20 million or 4% of global turnover, whichever is higher**

Wrapping Up GDPR Compliance for Your Paper Documents

Leaving confidential documents lying around can present serious security risks. This can damage trust with consumers, employees and clients, and result in legal liability and regulatory fines. The frustrating thing is that, in many cases, there is no need to even be holding onto these documents and they should have been destroyed long ago.

The EU General Data Protection Regulation (“GDPR”) is coming, and from 25 May 2018, there will be significant changes to companies’ obligations when dealing with people’s personal data, including multi-million Euro fines for companies in the wrong. This regulation is applicable to online systems, but also on hardcopy documents containing information.

This table explains some of the key provisions of the GDPR and how Fellowes can help with its range of high quality shredders and archive boxes.

GDPR Compliance

<p>Security GDPR Articles 5(1)(f) and 32</p>	<p>Personal data must be kept secure. This includes implementing protections against unauthorised or unlawful processing of personal data.</p>
<p>Data Protection principles GDPR Article 5(1)</p> <p>Underpinning the GDPR are six data protection principles. These include:</p>	<p>Lawfulness, fairness and transparency – Process personal data in a lawfully, fairly and in a transparent way</p> <p>Purpose of limitation – Data is collected for specified, explicit and legitimate purposes and not processed in a way that goes against those initial purposes</p> <p>Data minimisation – Personal data must be adequate, relevant and limited to what is necessary for the purpose for which you are using it</p> <p>Accuracy – Inaccurate information needs to be erased (or corrected) without delay</p> <p>Storage limitation – Personal data can be kept in a form which enables individuals to be identified for no longer than is necessary for the purposes for which you are using it – in other words, if you no longer need it, securely destroy it (or remove the personal data)</p> <p>Integrity and confidentiality –Data is processed securely</p>
<p>Accountability GDPR Article 5(2)</p>	<p>You need to be able to demonstrate that you have complied with the above principles.</p>
<p>Rights of access by individuals GDPR Article 15</p>	<p>The GDPR gives individuals (e.g. customers, employees, job applicants) enhanced rights to access the personal data a company holds about them. Companies normally need to respond within one month.</p>
<p>Archival materials GDPR Articles 5(1)(e) and 89</p>	<p>Personal data may be stored for longer where it will be used solely for archiving purposes in the public interest, scientific or historical research or statistics, provided appropriate protections are put in place.</p>



Products to help you get compliant with GDPR for your paper documents

Let Fellowes support your internal data policies and processes:

1

SHREDDERS

- Securely destroys hard copy data which is no longer required
- Shredded documents are securely destroyed and can't be read again
- Making shredders a part of your document policy helps you minimize the risk during a data breach. Redundant documents should have already been destroyed, following the policy.



2

BANKERS BOX®

Archive and storage products

- The transfer and archive boxes have clear labelling area's so you could easily find your information, when people ask to view their personal data.
- Keep your archives in order with a clearly labelled and well-organized system of Bankers Box products as part of your document policy.
- The boxes enable you to securely transport your documents between locations.



This paper is for information purposes only and the information in this paper does not constitute legal advice. The law changes regularly and this paper sets out the position in July 2017. If you need legal advice on a specific matter, you should consult with a qualified lawyer. To the fullest extent permitted by law, neither Fellowes nor Corderly makes any representations, warranties, guarantees or undertakings related to the information provided in this paper.

How do you start the sales conversation around Data Protection?

Who in your management team is responsible for data protection and compliance?

Do you have a data protection policy in place and are all employees aware?

Have you got an understanding of what personal data you hold in your files and systems?

Have you got a solution in place to destroy data after you don't need it anymore?

How have you arranged paper document security?

Do you have a secure IT environment?



Why do I need a shredder for my business?

- 1 Identity fraud is one of the fastest growing forms of crime in Europe
- 2 Compliance with the new European Data Protection Regulation
- 3 Destroy data and documents efficient and safe after use
- 4 Protect your business and your reputation
- 5 Maintain your integrity and trust of organisations or people you deal with

Benefits of shredders versus outsourced solutions...

SAFER

No need to give external people access to your data or offices. Create extra security for departments like HR, finance and directors.

CHEAPER

Shredders are often cost efficient in comparison to off-site shredding.

QUICKER

Immediate destruction at the workspace of confidential documents. Better compliance with internal policies for confidential information.

The best way to capture attention

If your customer believes he does not need a shredder, or if he states that they have a reliable off-site shredding solution...then challenge him to walk around the office

- Check for documents in open paper bins
- Check for documents left behind in copier areas
- Check meeting rooms for documents that were left behind

Ask a few employees if they are aware of the policy for document security. Your customer will realise there is an opportunity to improve!

Offer Advice and act as a consultant

- Help your customers by identifying the problem, by walking through the offices and point out problem areas and risks
- Explain the impact of the new GDPR European data protection regulation
- Identify the number of employees, offices, meeting rooms and shared work areas and create a tailor made recommendation
- Calculate potential savings for the customer vs outsourced services and pay-back period
- Explain warranty, after-sales service and repair service

Consultative selling approach takes discussion away from price

Selecting the
right shredder



- 1** Where will the shredder be used? How many people?
- 2** What is the usage intensity? Need continuous duty?
- 3** What security level is required?
- 4** AutoMax or Manual?
- 5** What other features would you like?

Making a floor plan recommendation

Area	No. of areas	Regular staff	Man/Fin/HR	Model	Quantity
Floor 1 open office	1	20	0	AutoMax 500C	2x
Floor 2 open office	1	18	0	AutoMax 500C	2x
Management offices	8	0	8 x 1	79Ci	8x
Shared offices	2	0	1 x 2 + 1 x 3	99Ci	2x
Meeting rooms	3	0	0	99Ci	3x
Reception	1	1	0	79Ci	1x

Objections?

“Shredding takes a lot of time”	“We do not want to empty shredder bins”	“Shredders are noisy”
Feeding document into a shredder does not require more effort than walking to a secure bin.	Can be done by cleaners like regular waste bins or paper trays, since data is already destroyed.	Fellowes shredders for office use & shared workspace come with SilentShred™ technology

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