

## Ins- and outs of the new Data Protection Rules

### MASTERCLASS FOR BOARDMEMBERS AND MANAGERS

*By May 2018 at the latest, your organisation too will need to comply with the new and strict European rules for the protection of personal data. This Masterclass shows that the legal measures to be taken do not necessarily have to be a cost item; they could also be looked upon as an investment opportunity: handling personal data in a new way provides a powerful impulse for new revenue models!*

In this masterclass we will brush up your knowledge of the new rules, indicate what you should certainly not do and provide you with ideas for opportunities offered by the new rules for the protection of personal data. Opportunities that can lead to new revenue models!

#### **For whom?**

For boardmembers and managers. The new rules imposed by Europe are complicated and comprehensive. The possible impact on P&L is unclear. This leads to pragmatic reactions such as:

'I do not get it at all!'

'It'll be alright!'

'The cookie rules also blew over!'

'What are the chances anyway that the rules will be enforced?'

Many companies do not employ persons who can translate the complexity of the rules into their own business. Managers do not feel the need to make a decision to solve a problem that they do not recognise as such and that is not entirely clear to them. Meanwhile, they get various offers from external advisors who promise to offer solutions. Often, however, these are partial solutions (for example, only technically or only legally) and one advice is soon followed by the other one.

#### **How?**

We will explain the rules to you and provide you with an opportunity to read our explanations again after this master class. We will show you the pitfalls and how to avoid them. After this master class you will have the necessary tools to not only think in terms

of solutions to potential threats, but also to see the opportunities for the development of new, innovative and more sustainable revenue models! After all, when announcing the new rules in 2012, the European Commission stated explicitly its intention to promote economic growth through innovation. And indeed, the new European rules provide the opportunity to do so.

### **Offer**

Digital Me is the founder of the Qiy Foundation and specialises in privacy by design solutions for the secure handling of personal data. Digital Me has a wealth of legal, technical and organisational knowledge at its disposal. We would like to share our know-how with you in the form of a preliminary evaluation. Digital Me has the necessary expertise in data protection legislation as well as in the practical implementation in measures and opportunities.

This intensive course will be scheduled in consultation with you.

To enable active participation and meaningful interactions, the number of participants per session is limited to 10. The location will be chosen by mutual agreement.

Would you like to discuss how we can be of service for your organisation? Contact us by sending an email to [ad.vanloon \[at\] digital-me \[point\] en](mailto:ad.vanloon@digital-me.nl) or by calling +31 411 616565 in the Netherlands.