

## New rules on data protection provide opportunities!

### DO THE QUICKSCAN!

*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 Quickscan helps your organisation to identify the legal measures which need to be taken and, in addition, looks at the commercial opportunities offered by the new rules: handling personal data in a new way which provides a powerful impulse for new revenue models!*

Therefore, companies should not only think in terms of solutions to potential threats, but also in 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.

Companies must therefore consider whether they want to limit themselves to making costs to become compliant with the new rules, or to develop new revenue models on the basis of the new rules. In the latter case, it is not about compliance costs, but about investment opportunities that can yield returns.

#### **For whom?**

With this, the protection of personal data is suddenly no longer a compliance issue for legal and compliance departments within a company, but it becomes a core issue for management. After all, they decide on investments. And we can help.

#### **How?**

A Quickscan specifically designed for your company will provide you with insight in potential threats, which will consequently be translated into cost savings opportunities and in suggestions for new revenue models. 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.

# D I G I T A L M E

The Quickscan starts with an analysis of the data processing and ICT of your organisation. Then, together with you and / or your Data Protection Officer and / or your innovation manager, we undertake the transition from the situation of today to the situation of tomorrow, from potential risks to solutions. The focus will be on implementation and on raising commitment and support at board level.

The Quickscan not only reports on what needs to be done to face potential threats, but also the opportunities for your organisation provided by the new rules, such as the development of new services, greater efficiency and the use of new technologies in the area of privacy and security by design.

## **Offer**

The Quickscan is not limited to legal aspects; Technical, business and organisational aspects are also included. This wide expertise is available for your organisation at a special rate!

The Quickscan takes 8 days, of which 4 days on your premises for the purpose of fact-finding. A few weeks later, you will receive a report describing clearly to what extent your organisation is ready for the change of culture that is required under the new European General Data Protection Regulation. The report also provides an overview of points to be improved and of concrete opportunities which are available for your organisation.

Would you like to discuss with us how we can be of service to your organisation?  
Please contact us by sending an email to [ad.vanloon@digital-me.nl](mailto:ad.vanloon@digital-me.nl) or by calling +31 (0)411 61 65 65.

## **Digital Me BV**

Eindhovenseweg 22a – 5281 RA Boxtel – Nederland  
+31 (0)411 616565 – [info@digital-me.nl](mailto:info@digital-me.nl) - [www.digital-me.nl](http://www.digital-me.nl)