## Compliance, the Digital Environment and Data Protection: Why and How Your Business Must Be Prepared

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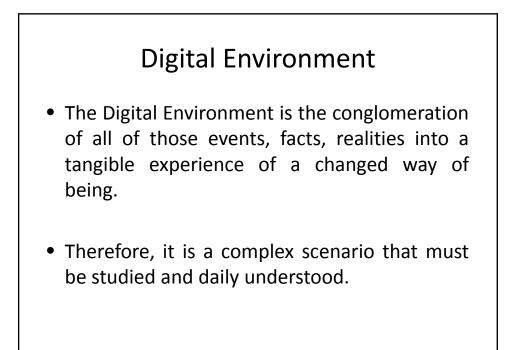
## The Digital Environment

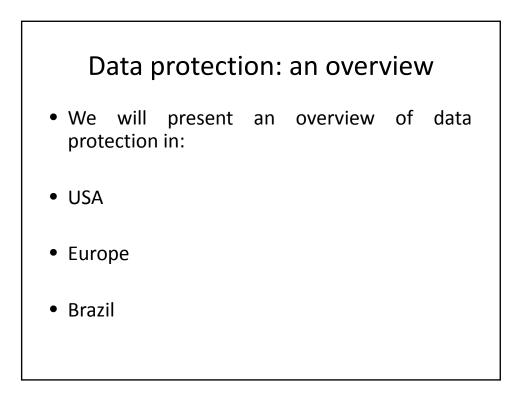
• Cyberspace is like Oz: it is, we get there, but it has no location

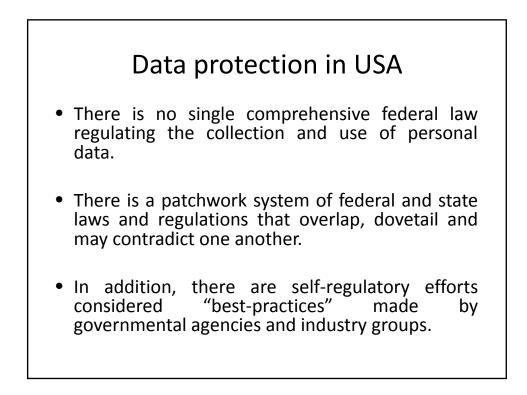
Nicole Stenger (French born American artist, pioneer in Virtual Reality and Internet movies)

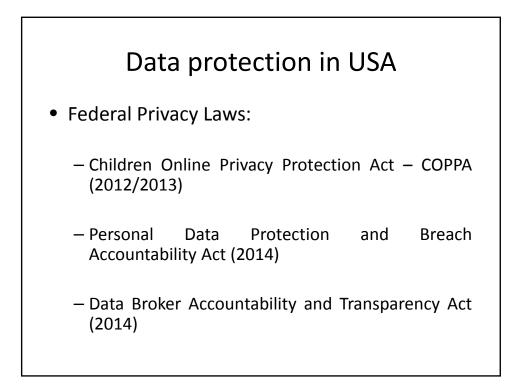
## Digital Environment...

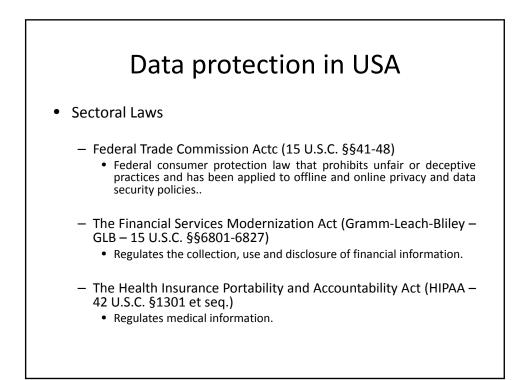
- ... is not perfectly synonymous:
  - with digital technology, or
  - with the ubiquity of the internet, or
  - with the move from analogue to digital broadcasting, or
  - with the mass appeal of mobile phones, or
  - with the proliferation of information and the demise of the expert, or
  - with the commercial and political strategies associated with globalization and commercialization, or even
  - with the ubiquity of the personal computer.

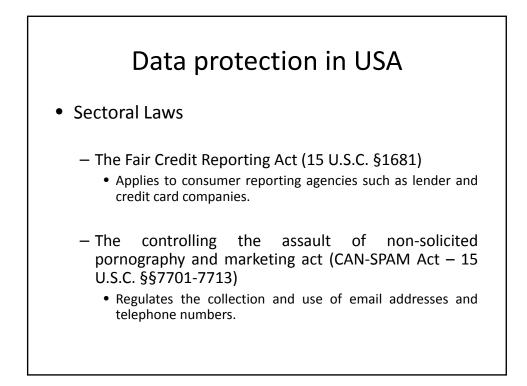


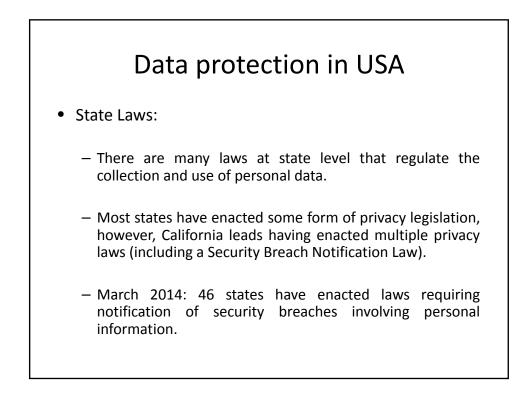












#### What acts are regulated?

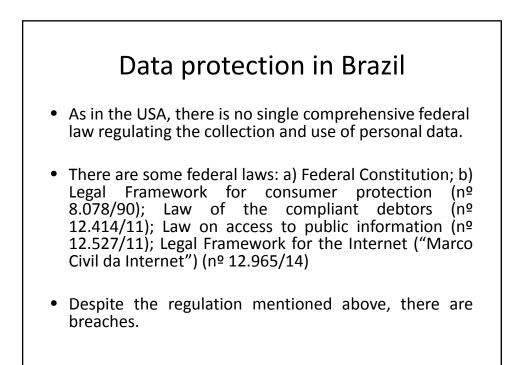
- Mainly:
  - Fail to protect consumer personal data
  - Privacy policies changes without adequate notice
  - Fail do comply with a posted privacy policy

## What are the main obligations imposed on data controllers?

- Data encryption
- Authentication mechanisms
- Background checks
- Frequent monitoring and testing information security protocols and systems
- Ensure the security and confidentiality of customer records

## What are the main obligations imposed on data controllers?

- Protect against any anticipated threats or hazards to the security or integrity of these records
- Implement an identity theft prevention programme.
- Implement response programme regulations the financial institutions to notify the regulator when there has been unauthorized access to sensitive customer information

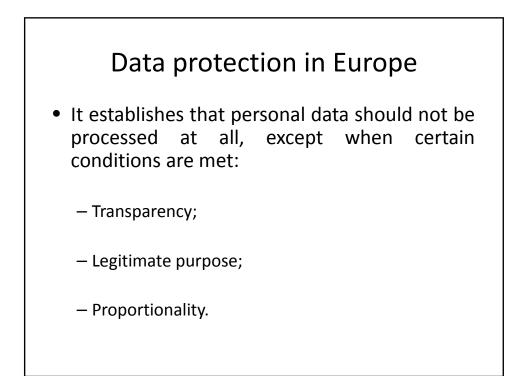


## Data protection in Brazil

- Brazil has a Bill Draft being discussed.
- The draft intend to provide a federal and general regulation for personal data.
- It defines data, personal data and creates procedures on personal data collection.
- It indicates the responsibilities of those who collect, use and transfer personal data, including third parties.

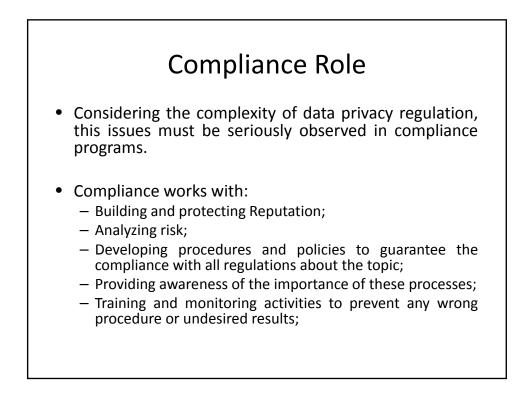






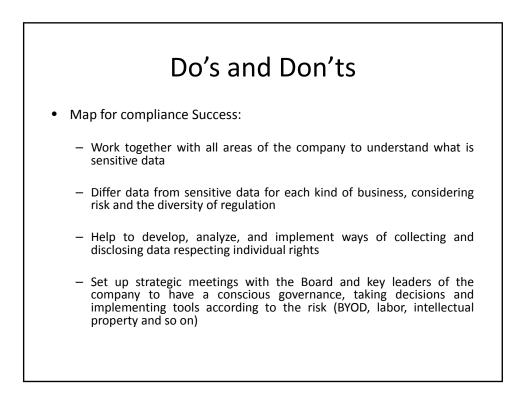
# Data protection in Europe The responsibility for compliance rests on the shoulders of the "controller" (a natural or artificial person, public authority, agency or any other which determines the purposes and means of the processing data.

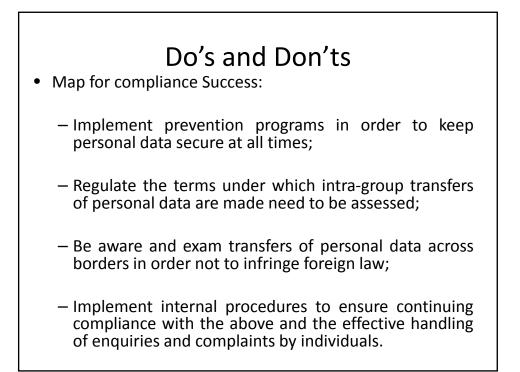
- Supervisory authority
  - Each country must create an independent body that will monitor the data protection level in that member state, give advice to the government about administrative measures and regulations, and start legal proceedings when data protection regulation has been violated.

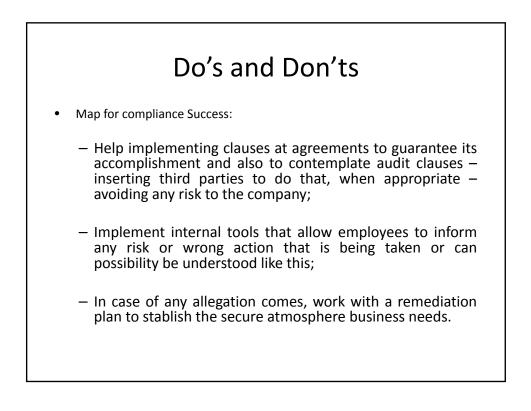


#### Compliance

- Being compliant means following processes and policies to guarantee that all Legal and Regulatory aspects are being dully followed;
- It is necessary to ensure that the organization follows its processes to protect personal data from employees, clients and third parties to which the company deals with.







## The end!

- Thank you very much for your attention!
  - Any doubts? Feedback?
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