



GENERAL DATA PROTECTION REGULATION

WHAT IS GDPR?

The General Data Protection Regulation is an upgraded and newer version of the old data protective directive [95/46/EC] of 1995. The decision to bring a more original version of the already existing directive regulations happened to build a more defined policy system. The proposal to display a more comprehensive rule came altogether from the European Parliament, the Council of the European Union (EU), and the European Commission. The main intention of the General Data Protection Regulation (GDPR) is to elevate the protection of the individuals' database within the limitations of the EU territory. The law is applicable to all EU and non-EU organizations that operate or deal with EU citizens' private data management, irrespective of their demographic concerns.

PRINCIPLES PERTAINING TO THE USE OF PERSONAL DATA

Personal data shall be designed based on the following principles:

- ➔ The personal information should be processed lawfully, fairly, and in a transparent manner.
- ➔ The data should be collected for specified, explicit, and legitimate purposes. It cannot be further processed in any way that is incompatible with those purposes.
- ➔ It must be adequate, relevant, and confined to what is needed in relation to the purposes they are processed ('data 'minimization.)
- ➔ The process of personal data should be accurate and kept up to date at all times.
- ➔ Specific reasonable steps must be taken to ensure that inaccurate personal data, having regard to the purposes for which they are used, are erased or rectified without any delay.
- ➔ It must be kept in a form which allows identification of data subjects for no longer than is necessary for which the personal data are processed.
- ➔ Personal information may be stored for extended periods as the personal information will be processed only for archiving purposes in the interest of public, scientific, or historical research purposes, or statistical purposes.
- ➔ It should be processed in a manner that ensures complete protection of the personal data, including protection against unauthorized or illegal usage of information and accidental loss, sabotage or damage, using appropriate technical or organizational measures.



THE SET OF RIGHTS PREVAILING WITH THE DATA SUBJECTS

Earlier, the data participants did not get a favorable condition due to a lack of clarity and control over their data like at present. As the previous directive regulations only gave EU citizens the right to data, whereas the new rules add a wholesome amount of power to them with the right approach. Below are the set of rights/powers that are prevailing with the subject.

Right to access the information

- ➔ The new regulations of GDPR shift the power to the subject as he/she can enquire about the cause for which their data is being used. The subject can, therefore, verify the cause of usage from the controller too.

The right to remove the information

- ➔ GDPR allows the power to the subject to ask the controller to remove their data whenever they wish. If the usage of information makes the subject uncomfortable, he or she has the right to get the information removed or changed by the controller.

Right to information

- ➔ The subject has the right to be informed about the process and use of data. According to GDPR, the subject has the power to know everything related to the data, including what purpose their data is going to serve.

Right to portability

- ➔ Through this right, an individual has the power to port their data from one controller to another as per their convenience. They can, at any time, seek a copy of their data for transferring it to the other controller.

Right to be forgotten

- ➔ This right was found by General Data Protection Regulation (GDPR) for the purpose that the data subject has the right to erase his or her personal information as and when wanted. The subject can withdraw his consent, and no legal ground will stand against him for such a decision. Also, the data must be naturally removed if the processing is against the law in the first place.

Right to object

- ➔ The subject has the right to show objections freely related to his or her personal information at any time. The controller cannot process the subject's data unless he demonstrates the legitimate grounds which override the interests, rights, and freedom of the subject. If in case, the personal data is processed by the controller for direct marketing purposes, the subject has the right to object from the idea at any time or situation.

DOES BIZINFOR COMPLY WITH GDPR?

Our company BizInfor has been into the B2B industry for long and understands the laws and regulations intensely. The new regulations of GDPR have brought a new security level and motivated us to protect the subject's information at all times. We completely abide by the GDPR guidelines for our business processing. Not only it brings the satisfaction of security to our clients, but it also helps us build an exceptional environment.

We are the database providing company and have always laid importance on securing our client's data. Much before the GDPR came into existence, we were alert and paid attention to the protection clause. A dedicated legal team always ensures that we follow all the norms to keep our proceedings legal and wise. This helps us retain our quality at most times.

Our team has adopted essential steps to ensure that the data we offer is GDPR compliant:

Information Source: The contact information of prospects we provide comes from trusted sources like market surveys, seminars, conferences, websites, business listings, etc.

Verification & Validation: We cross-check and validate every data through email and telephone verification process before delivering.

Data Cleansing: We update, cleanse, and certify our database on a regular basis.

Data Processing: We have appointed a DPO to keep an eye on our data processing system.

Data Policy : We have designed our policies in the focus of giving priority to data privacy.

Data Permission: We make sure only permissioned based data enters our database.

HOW BIZINFOR AIM TO PROTECT YOUR DATA?

At BizInfor, we religiously follow GDPR and protect your data by the following ways:

- ➔ All the information we process takes place in a legitimate and compliant manner.
- ➔ We are quick to initiate any customer request pertaining to data removal or portability.
- ➔ We have a DPO who is responsible for monitoring and tracking the use of every data.
- ➔ We give training to our employees to promote data compliance culture with our company.
- ➔ We take proper permission from our clients before beginning any business communication.
- ➔ We ensure that the third-party vendors we work along must follow our security obligations.
- ➔ We encourage our customers to follow systematic security practices and take responsibility for their data.
- ➔ Our systems and policies are designed, keeping the security checks as a motive.
- ➔ Our data usage policies are trusted and transparent as we inform our customers before any data usage.
- ➔ We store data in an encrypted formation that is protected with passwords for security clauses.



About US

Bizinfor offer a plethora of B2B data solution addressing most of the applicable marketing challenges across numerous industries around the globe. We use the best of our resources in helping our clients to perform the multi-channel marketing strategies impeccably. Known as a supreme business database provider, we uphold our reputation with an outstanding commitment to promises.

Form a true partnership with us and grow your business responsibly.



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