

IEEE GDPR Implementation & NTC

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Based on GDPR presentation at IEEE Conferences Committee 15 February 2018 by:

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What is the GDPR?

- ❑ The General Data Protection Regulation (GDPR) (Regulation EU-2016/679) is a regulation by which the European Parliament, the Council of the European Union, and the European Commission intend to strengthen and unify data protection for all EU citizens and individuals within the European Union (EU).
- ❑ The GDPR's primary aim is to give control back to citizens and residents over their personal data. Because of its extraterritorial aspects, international businesses will be impacted by the regulation.
- ❑ Goes into effect on May 25, 2018

What are Some of the Key Changes?

- ❑ **Right to be Forgotten:** Individuals may require data controller to erase their personal information from databases.
- ❑ **Right to Access/Data Portability:** If asked, Data Controller must provide a copy of personal data in a commonly used and machine readable electronic format.
- ❑ **Breach Notification:** Organizations are now required to report data breaches to regulatory authorities within 72 hours of first becoming aware of the breach.
- ❑ **Privacy and Data Considerations:** Organizations must design systems with privacy in mind from the outset (“Privacy by Design”).
 - Organizations also should only process the data necessary for the completion of their duties, as well as limit access to only those needing this information.
- ❑ **Consent:** The use of personal data now requires “freely given, specific, informed, and unambiguous” consent from individuals.



What Does Consent Mean?

- **Consent must be opt-in**, implied consent/opt-out is no longer viable.
- Consent to use personal data must be “freely given, specific, informed, and unambiguous.”
- Organizations must request consent in an intelligible and easily accessible form; legalese terms and conditions will not be acceptable.
- If personal data will be shared with third parties this must be disclosed to gain effective consent.
- Consent must be as easy to withdraw as it is to give.

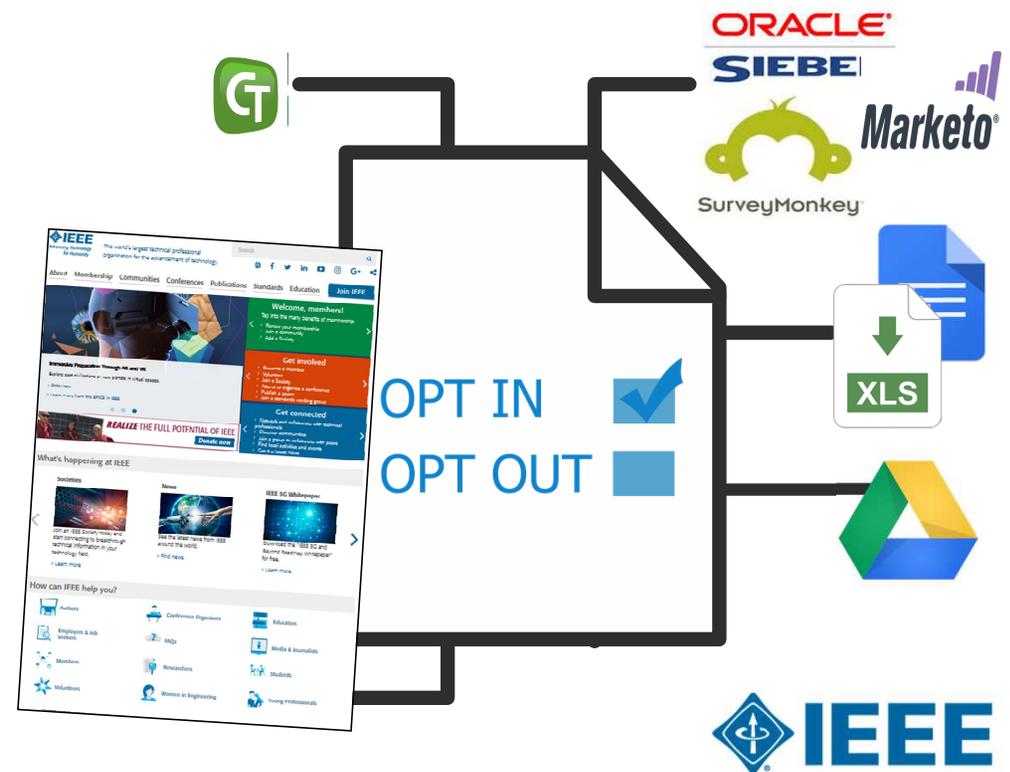


Why is Compliance Important?

- Some aspects of the regulation are still being refined, but what's clear now is that the fines for non-compliance are substantial.
- Organizations can be fined up to 4% of annual global turnover for breaching the GDPR or €20 Million, whichever is higher. This is the maximum fine that can be imposed for the most serious infringements e.g., deliberate violations, not having sufficient customer consent to process data, or violating the core of Privacy by Design concepts.
- Regulatory agencies may also be permitted to enforce other penalties such as deletion of personal data and placing limitations on interactions with citizens of EU member states.

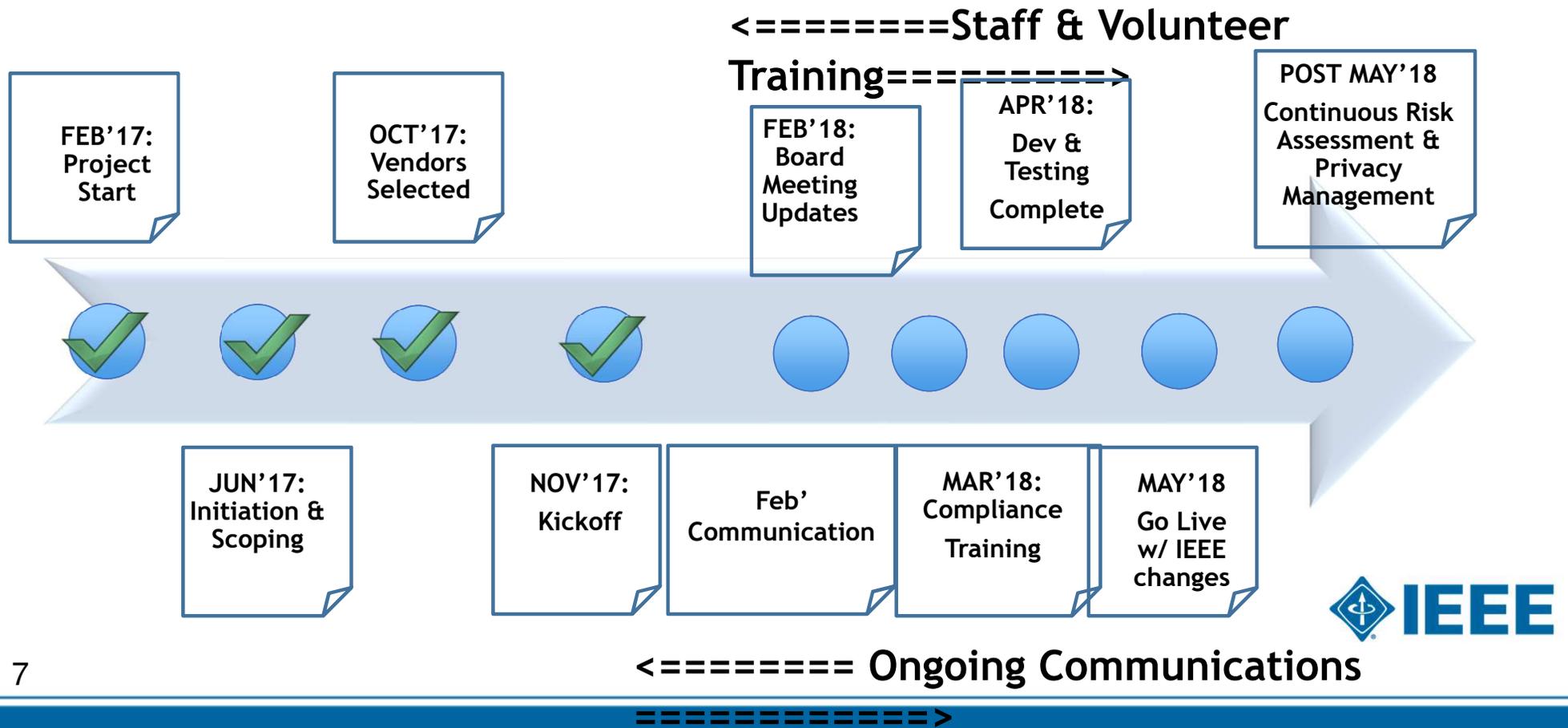
Addressing the Following Key Areas

- ✓ IEEE systems and applications
- ✓ Non-IEEE systems and applications
- ✓ Home grown tools for communication
- ✓ Places where data resides such as Access databases, Excel spreadsheets, Google Drive, etc.



Timeline

GDPR Timeline



What Does This Mean to You?

For our IEEE Volunteers:

- ❑ We value your contributions and care about making sure you are able to perform your role in a compliant manner.
- ❑ Current processes of collecting personal data and emailing on behalf of IEEE will change. This may include deletion of data currently in your possession.
- ❑ We will provide you with new tools and/or processes for compliance.
- ❑ We will communicate with you regarding training and education shortly. We respect your time and will try to make these communications as efficient and informative as possible.



Moving Us Ahead to Reach Compliance

- ❑ TA Staff project team is fully engaged
 - Driving TA actions to achieve compliance such as inventorying application that contain private data and defining how we will become compliant
 - Supporting IEEE level tracks (cross-OU efforts)
 - Events (leading)
 - Consent system requirements
 - Volunteer data usage
 - Communications
 - Training
- ❑ Group of Technical Activities volunteer Advocates identified to partner with staff
 - James Irvine, Carole Graas, Nazanin Bassiri-Gharb, & Bruce Strauss
- ❑ Working with IEEE Legal and Marketing, developed a coordinated, detailed communications plan to ensure all IEEE and TA-stakeholders are informed, aware, and understand how to meet and maintain GDPR compliance

While the regulation goes into effect in May, proper data management will be an ongoing activity and way of life going forward



GDPR in the World of Events

- ❑ Events deal with high volumes of personal data collected via
 - Event registration systems and processes
 - Marketing platforms
 - Conference website
 - Mobile applications
 - Peer review tools
 - Surveys
 - And much more...
- ❑ Our role is to understand the event's ecosystem and its implications to ensure compliance throughout the entire lifecycle
 - Technology used
 - Human resources and their access
 - Data sets being captured and its intended use

Personal Data – A Real World Example



QR codes contain personal data, people love to post photos on social media; a photo of a QR code can be read by a scanner, anyone seeing the photo has access to that data.

Current Practices That Can Put Us At Risk

- ❑ Using **pre-ticked consent boxes** and vague opt-outs
- ❑ **Sharing attendee lists** freely with venues, speakers, exhibitors, other attendees, etc.
- ❑ Not paying attention to the data PCOs, third-party event management companies, freelancers, and temporary staff have access to
- ❑ Emailing **unsecure spreadsheets**
- ❑ Leaving printed registration **lists unattended** on-site
- ❑ Not 'locking down' **who has access to systems to run reports** and not knowing for what purpose those reports are being used
- ❑ Not having the proper processes and systems in place that **store consent**

What Compliance at Our Events Looks Like

- ❑ Any personal **data collected is kept safe** and secure
- ❑ Have appropriate **data-management processes and controls** in place
- ❑ **Collect only the data** elements that they **absolutely need**
- ❑ Use data in a transparent, appropriate, fair, and permitted way
- ❑ **Obtain consent before any outreach** activities beyond those directly related to the event (e.g. providing attendee lists to exhibitors for general targeted marketing)
- ❑ Have ways of minimizing errors, correcting inaccuracies, and deleting data
- ❑ **Notify IEEE** as soon as possible in the event of a **data breach**
- ❑ Can respond to **data access requests** by the attendee **within 30 days**

Responsibility of GDPR goes through the entire event supply chain—from the financial sponsors, all the way through to the third-party vendors that process the data.



GDPR & NTC

- ❑ TA Staff 'requested' NTC contact lists – to re-opt-in **all**
 - **Concern: based on typical open rate will decimate list(s)**
 - Is email marketing dead?
 - Report: New IEEE ED has backed off on this process
 - But - GDPR opt-in email received from Sensors Council
- ❑ **New IEEE Privacy Policy**
 - Opt-in emails sent to all
 - Required opt-in to renew / join IEEE membership
- ❑ GDPR disclaimers on:
 - Mailing list signups
 - Conference registration
 - Websites (cookies agreement) required by 7-May [automatic for WordPress sites]



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SAMIEEE - Volunteer Automatic Access Positions

SAMIEEE - Terms and Conditions

SAMIEEE - Reference Materials

Vitality Dashboards

IEEE eNotice Service

Remote Conferencing

SAMIEEE

SAMIEEE is a web-based ad hoc query tool that provides volunteers access to member data. It allows ad hoc querying, reporting, and downloading of IEEE's membership data to authorized or designated IEEE volunteers.

ACCESS SAMIEEE

Before logging into SAMIEEE, please view the new browser information listed below. Upon accessing, you agree to accept the terms and conditions of use.

- [Access SAMIEEE](#)

IEEE OU ANALYTICS

SAMIEEE will soon be replaced by IEEE OU Analytics, a new visual business intelligence tool for volunteer access to member data.

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