

## What Does Brexit Mean For The New EU General Data Protection Regulation And What Does It Mean For You?

In spite of the UK's decision to leave the EU, the government has confirmed that the UK will be implementing the General Data Protection Regulation (GDPR).

Matt Hancock, UK Minister of State for Digital and Culture at the Department for Culture, Media and Sport:

*"Thanks to some significant negotiating successes during its development we think that it is a good piece of legislation in and of itself,"*

*"That's the first thing. And the second is we are keen to secure the unhindered flow of data between the UK and the EU post-Brexit, and we think that signing up to the GDPR data protection rules is an important part of helping to deliver that"*

Here's a handy summary of the changes that will impact your business:

- **You could face fines of up to 4% of your global turnover or €20m (whichever is the greater)...**  
This is dependent on the severity of the breach and your ability to prove that there were initial measures in place (or not) to protect customer data.
- **...as well as pay-outs to customers**  
On top of the official fines, your company may also be required to pay customers damages in the event of data loss or theft.
- **You will need to appoint a Data Protection Officer**  
Whoever holds this position will be responsible for managing data protection and data privacy, and free to give recommendations or feedback without fear of negative consequences. This only applies if you find yourself handling 'significant' volumes of data, and not if you're a small to medium-sized enterprise.

- **The EU rules apply to anyone trading in Europe**  
Regardless of whether you are headquartered in the EU or not, you will still have to comply with the data protection regulations if you plan to offer services within the EU. More generally, the new rules will mean tighter controls on protection of data no matter where it is sent, processed or stored.
- **A time limit to report breaches has been set**  
You must report all data breaches to your regulatory body within 72 hours.
- **The laws reach beyond just the one organisation**  
Any organisation or individual that processes data will be held responsible for its protection. This means that if you provide information to third-parties, they will also be subject to the EU GDPR.

### So, what's the big picture?

The cost of a data breach can be devastating to a company. Not only can it mean hefty fines, but also a loss of your customers' trust, falling stock prices and in more serious cases, could even mean you have to lay off staff. According to the Ponemon Institute in its 2016 Cost of Data Breach Study: Global Analysis, the average cost of a data breach is estimated at \$4m. And SemaFone's own research showed that 86% of people would be hesitant to do business with a company that had suffered a security breach. With this in mind, can you afford both the reputational risk and monetary cost to your brand and business?

### How can SemaFone help?

SemaFone provides patented data capture software that prevents personal data from entering your internal contact centre systems. This means that in the event of a data breach, the data is not present and, therefore, cannot be exploited. Not only does this protect you from the risk of fraud and the associated reputational damage, it also ensures you are compliant with industry regulations such as the Payment Card Industry Data Security Standard (PCI DSS).

The software uses DTMF masking technology, which allows your customers to type their sensitive details, whether that be payment card numbers, bank details or other personal information, directly into the keypad without having to worry about them being overheard or stolen. This also means they can stay in constant contact with your customer service representative during the entire transaction, which brings a big improvement in your quality of service and customer satisfaction rates.

**Contact us now on 0845 543 0822  
or [emeasales@semafone.com](mailto:emeasales@semafone.com) for  
more information.**

