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ratings. ISBN-13:
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In 2018, GDPR was integrated into the UK as a law. It is one of the EU laws and regulations, and it gives a lot of people rights on what companies can handle their data. In this introduction to

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GDPR, we explain what GDPR is, who and what does it apply to, and how you can get started with GDPR compliance.

Introduction to
GDPR: A guide to the
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2. GDPR: A Simple
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owner, you' ll have
to make sure your
operations comply
with the GDPR. But
how does it affect
you as an everyday
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only thing most
people will need to
do is read the cookie
consent banners that
now appear on
websites, and click
agree (or not).

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GDPR for Dummies:
The Beginner's Guide
to GDPR

Yes. The GDPR does
not replace PECR –
although it has
amended the
definition of consent.

You need to comply
with both GDPR and
PECR for your
business-to-business
marketing. The EU is

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in the process of
replacing the current
e-privacy law with a
new ePrivacy

Regulation (ePR).

However, the new
ePR is yet to be
agreed.

Edition 2

The rules around
business to business
marketing, the GDPR

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Data Protection
Regulation (GDPR)
came into effect on
the 25th of May 2018.

As this is considered
the most important
change in data
privacy regulation in
20 years, Akkade is
here to make sure
your organization is
compliant.

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your business to
compliance - GDPR
It is for DPOs and
others who have day-
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for data protection. It
explains the general
data protection
regime that applies
to most UK
businesses and
organisations. It
covers the General
Data Protection

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Regulation (GDPR) as
it applies in the UK,
tailored by the Data
Protection Act 2018.

It explains each of the
data protection
principles, rights and
obligations.

Edition 2

Guide to the General
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Regulation (GDPR) |
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Guide to the General

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Guiding Your
Data Protection
Regulation. This
guide explains the
General Data
Protection
Regulation (GDPR) to
help organisations
comply with its
requirements.
Published 25 May
2018.

Guide to the General
Data Protection

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Regulation - GOV.UK

Using personal data
in your business or
other organisation

from 1 January 2021

What action you
need to take
regarding data

protection and data
flows with the

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of the transition ...

Using personal data

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to assist

organizations with
the ever increasing
challenges faced by
compliance. We
believe new

legislation should be
an opportunity rather
than a burden. The
use of data as a true
business asset, while

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still maintaining
privacy & security, is
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Checking your

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website's database
and how you have
handled (collection,
use, storage, and
transfer) their
personal data can
help determine the
areas you need to
focus on to make
your system GDPR
compliant. Marketing
requires user data
such as name, email
address, phone

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number, mailing

address, and

payment

information.
To Meeting

GDPR For Marketing:

What You Need To

Know For Compliance

The General Data

Protection

Regulation (GDPR) is

a European Union

(EU) regulation that

mandates how an

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Organization should handle personal data. The GDPR is due to come into force on May 25, 2018. If your business sells to, provides services to, or employs citizens of the European Union, then the GDPR will affect you.

GDPR simplified A
guide for your small

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What is GDPR? GDPR in its essence are rules designed by the EU and aims to help EU citizens have more control over their own data by setting a higher standard for data policies for all companies. The higher standard secures better

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transparency by
simplifying the
process and provides
a standard of what
data can be accessed
and held.

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Making your Website
GDPR Compliant ...
Guides you through
the complexities of
GDPR. Your GDPR
guide ready to help.

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It's like having an expert sitting right beside you, guiding you through the tough decisions and answering your most difficult questions.

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subscribers need to

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express consent: In a freely given, specific, informed, and unambiguous way, which is reinforced by a clear affirmative action. You cannot automatically subscribe someone to your list or assume they want to receive marketing communications from you simply

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GDPR: Guiding Your

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A lot has been written about the European Union ' s data protection regulation that took effect last year, the GDPR. However, not much of it is tailored

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Businesses and small businesses, and a lot of it just muddies the picture of what you really need to do or gives you an incomplete picture.

GDPR Guide for Startups and Small Business - Simple ...
Implementing GDPR: Lessons learned from UK businesses is a

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guide filled with
advice about
contemporary data
protection. It includes
interviews with
people in various
sectors and sizes of
business – from
small companies such
as prize promotion
agency Prizeology to
large businesses
including financial
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