

## Celebrus and GDPR - Assisting with the journey to compliance

The much-discussed EU General Data Protection Regulation came into force on 25th May 2018 – it requires that all organisations handling the data of EU citizens comply with its legal requirements.

Celebrus is a GDPR-compliant customer data platform, enabling and managing the necessary digital consent from customers for capturing their data and passing it to downstream applications in order to facilitate the journey to compliance.

## The EU General Data Protection Regulation

- Applies to any company processing the personal data of EU citizens.
- Gives rights to all EU citizens in relation to personal data:
  - Right to be informed.
  - Right of access to data.
  - Right to rectification.
  - Right to erasure.
  - Right to restriction.
  - Right to portability of data.
  - Right to object.
  - Rights in relation to automated decision-making and profiling.
- Maximum fine for non-compliance is 4% of global revenue or €20m (whichever is greater) per GDPR article infringed.

## Responsibilities under GDPR

Organisations that capture personal data from their customers are classified as data controllers. This means that they are responsible for determining the purpose for processing personal data and what the nature of that processing will be; this incorporates the collection and storage of personal data including the recording of consent. It also means that to achieve and maintain compliance, all of the rights of EU citizens outlined above must be honoured.

The responsibilities of data controllers also include.

- The requirement to appoint only GDPR-compliant data processors.
- Liability for the actions of the data processors that they appoint.
- Restrictions on the transfer of data outside of the EU.
- The provision of a process for “subject access requests” (requests from citizens for access to their data) that is scalable to allow for the number of requests that you might receive and that is able to deliver responses within a month.

## What does Celebrus do?

Celebrus’ multi-patented technology has been capturing, transforming and delivering customer data since 1999. Our tagging-free software is quick to implement and immediately enables customer behaviour and experiential data to be streamed into the client’s chosen systems of insight or engagement.

Moreover, our software captures customer consent preferences in real-time, seamlessly passing these details through to downstream applications for an up-to-the-minute view of customer permissions.

We understand customers as individuals and our unique technology can assist organisations in responding to the key elements of GDPR on their journey to compliance.



## So how can Celebrus help with GDPR compliance?

Celebrus has enabled compliance for data protection laws in multiple jurisdictions for many years. The EU GDPR is perhaps the most stringent of these laws to come into force to date and, under it, Celebrus is classed as a processor of personal data on behalf of its clients (the data controllers).

The Celebrus software includes the following features that support clients in achieving compliance:

- No data collected for opted-out visitors.
- Limited data collected for anonymous visitors.
- Flexible configuration of collected data and rules for opted-in users.
- Enables “default consent” setting configurable within the application.
- Dynamic consent allows real-time changes to permissions in-session.
- Consent status passed to downstream applications.
- Consent permissions across channels facilitated with database lookups.
- Pre-built connectors to data warehouses enable complete audit trail.
- Allows assembly and sharing of captured PII data with users in a readable format.
- Automated deletion of inactive profiles.
- Supports rights of access, erasure, rectification and audit.
- Optional profile database enables tracking of individuals across multiple domains, devices and sessions for audit purposes and dynamic consent updates.

## What else can Celebrus assist with?

Celebrus has long-term established relationships with enterprise clients in finance, retail, travel, automotive and telco sectors – all are benefiting from the data that we collect in multiple use cases:

- Creating a seamless omni-channel customer experience.
- Enabling real-time personalisation.
- Accelerating customer acquisition.
- Optimising products and trading.
- Growing existing customer sales.
- Optimising customer service.
- Improving compliance and risk management.
- Identifying fraud in transactional environments.

## What next?

- Acquaint yourself with the requirements of GDPR at <http://www.eugdpr.org/>
- Speak to Celebrus to discuss your compliance options.

## Contact us

Email [celebrus@d4t4solutions.com](mailto:celebrus@d4t4solutions.com) or call the expert team at Celebrus on +44 (0) 1932 893333 to discuss your options for the journey to compliance.

