

HOW THE GDPR WILL EFFECT SMALL AND MEDIUM SIZE BUSINESSES

PRESENTED - MAY 16, 2019
UT LAW CLE CONFERENCE
HOUSTON, TX

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GLOBAL PRIVACY REVOLUTION - WHY NOW?

- PRIVACY AS A GLOBAL HUMAN RIGHT
 - FOUNDATIONAL DIFFERENCES OF WHAT PRIVACY MEANS
 - U.S. LAGS BEHIND THE WORLD IN RESPECTING PRIVACY
 - PRIVACY TRADITIONALLY SECTOR BASED IN THE U.S.
 - TENSION BETWEEN COUNTRIES AS THE GLOBAL MARKET PLACE SHRINKS
 - DATA BECOMING THE NEW OIL
 - FACEBOOK, GOOGLE AND AMAZON EFFECT
 - TREND IS CERTAINLY SWINGING TOWARDS CITIZENS; BUT IS IT TOO LATE

WHAT IS THE GDPR? – GENERAL DATA PROTECTION REGULATION

- THE GDPR IS A EUROPEAN LAW
- IT IS NOT THE EU'S VERSION OF "Y2K"
- IT DOES NOT GO AWAY BASED ON "BREXIT"
- IT IS CURRENTLY THE LAW **NOW!**
- DOES NOT REQUIRE ADOPTION BY U.S. OR STATES
- CONTAINS BOTH PRIVACY AND DATA SECURITY ELEMENTS
- ESTABLISHES A NEW VOCABULARY, NEW ROLES AND RESPONSIBILITIES, NEW GOVERNMENT OVERSIGHT REGIME AND NEW POTENTIAL LIABILITIES FOR BUSINESS EVERYWHERE

WHY SHOULD A SMALL-MEDIUM SIZE BUSINESS IN TEXAS CARE?

- THE GDPR APPLIES TO THE DATA OF EU RESIDENTS. NOT JUST CITIZENS OR TO DATA CONTAINED ON SERVERS IN EU COUNTRIES
- DEPENDING ON SCOPE OF BUSINESS, YOU MAY NOT BE EFFECTED.
- IF YOU SUBCONTRACT OR DO WORK FOR LARGER BUSINESS, HAVE A WEBSITE ACCESSIBLE TO EU RESIDENTS, SELL/SHARE DATA WITH OTHER ENTITIES, UTILIZE MARKETING ANALYTIC TOOLS, HAVE A DESIRE TO MERGE WITH A LARGER COMPANY OR ASSUME THE ROLE OF A 3RD PARTY VENDOR TO OTHER COMPANIES – THE GDPR LIKELY WILL COME INTO YOUR LIFE

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First appeared as part of the conference materials for the
41st Annual Corporate Counsel Institute session
"What Small and Mid-Size Businesses Need to Know About GDPR"