

The European Experience

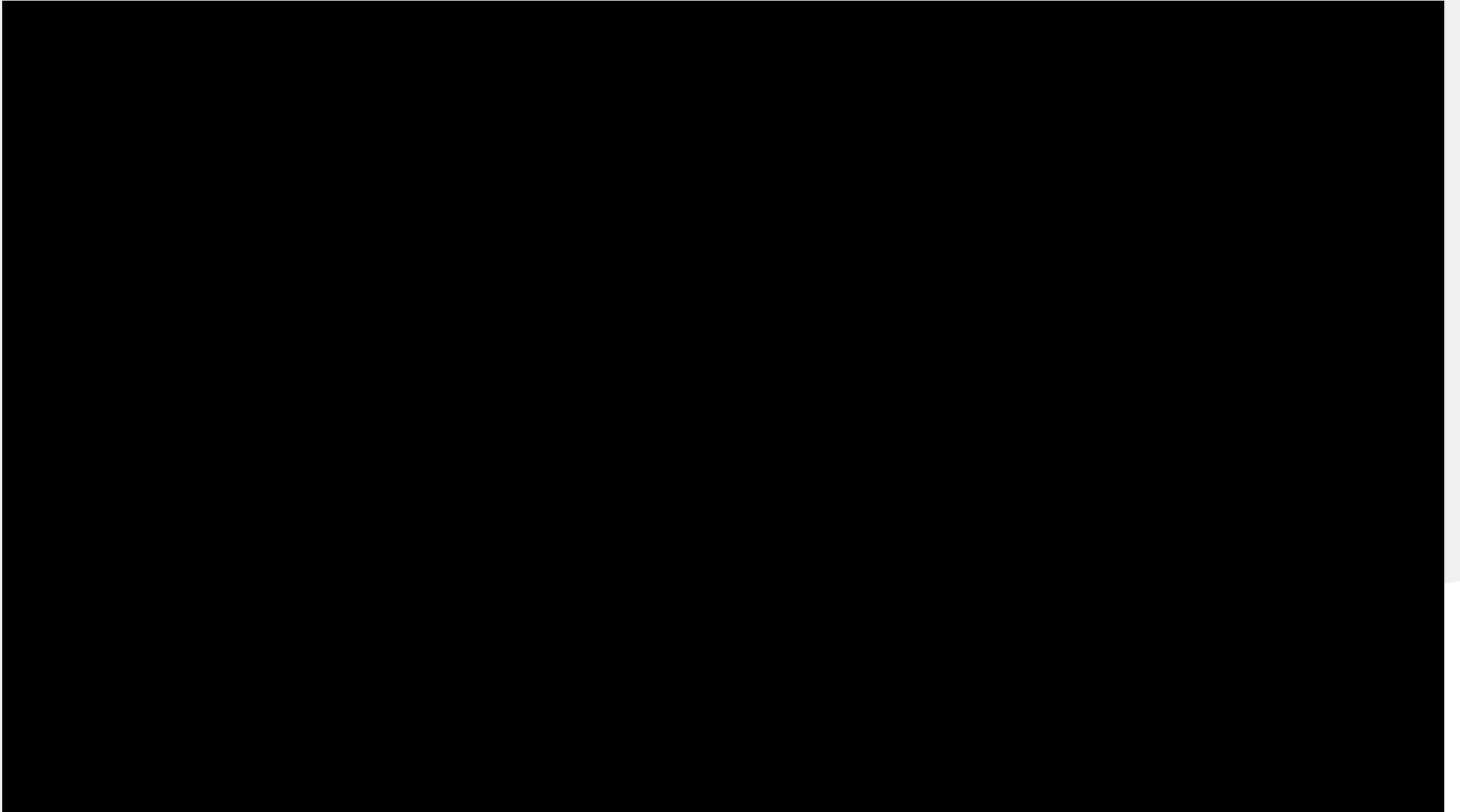
One year GDPR brought us many
challenges and solutions

Tony de Bos

EY's Global Data privacy and Protection leader

The EY logo consists of the letters 'EY' in a bold, sans-serif font. A yellow diagonal line is positioned behind the 'Y', extending from the bottom left towards the top right.

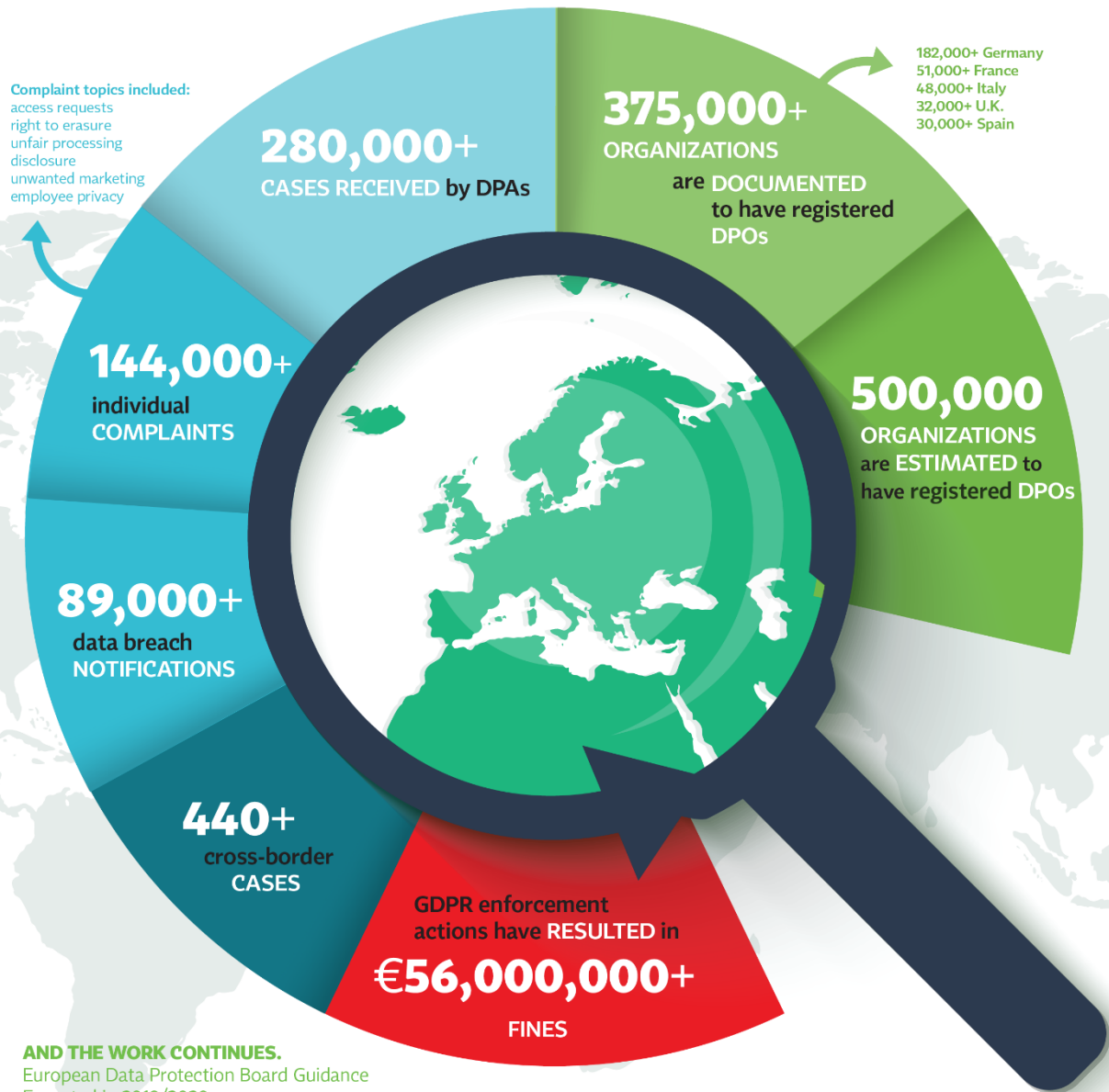
Building a better
working world



**Personal data can influence your customers
and your organization**

GDPR ONE YEAR ANNIVERSARY

Hundreds of thousands of cases — and the DPOs to handle them



GDPR

GDPR into actions – Major fines

Data Breach Marriott

Region

EMEIA

DPA

ICO (UK)

Company

Marriott

Date

09-07-2019

GDPR art

32

Fine

Dollar
123 million

Facts of the case

Insufficient security measures led to cyber incident involving:

- ❖ 339 million guest records on a global level
- ❖ 30 million records in 31 EU countries subject under GDPR

Fine

\$123 million

Marriott to be fined nearly £100m over GDPR breach

ICO imposes fine after personal data of 339 million guests was stolen by hackers



▲ Marriott said it would appeal against the fine. Photograph: Reuters Article from The Guardian, July 9, 2019

Data Breach British Airways

Region

EMEIA

DPA

ICO (UK)

Company

British Airways

Date

09-07-2019

GDPR art

32

Fine

Dollar
183 million

Facts of the case

1. Insufficient security measures in terms of preventing a cyber incident.
2. The incident involved diversion of user traffic to a fraudulent site, instead of the British Airways company website:
 - ❖ Collect customer details of 500,000 customers
 - ❖ Personal data such as credentials payment information and travel booking details.

Fine

\$183 million

The screenshot shows the BBC News website interface. At the top, there is a navigation bar with 'BBC' logo, 'News', 'Sport', 'Reel', and 'More' options, along with a search bar. Below this is a red banner with the word 'NEWS' in white. Underneath the banner, there are several menu items: 'Home', 'Video', 'World', 'UK', 'Business', 'Tech', 'Science', and 'StoriesMore'. The 'Business' menu item is highlighted. Below the navigation, the article title 'British Airways faces record £183m fine for data breach' is displayed in a large, bold font. The date '8 July 2019' is shown below the title. To the right of the date are social media sharing icons for Facebook, Twitter, and Email, along with a 'Share' button.

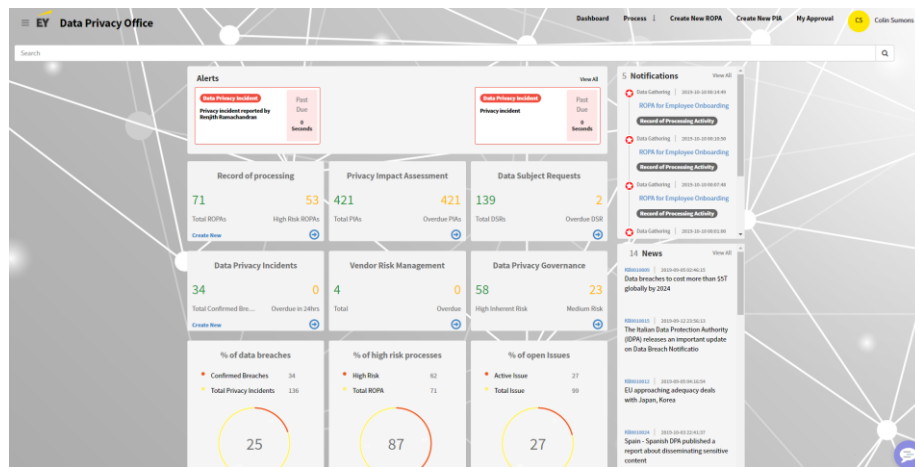
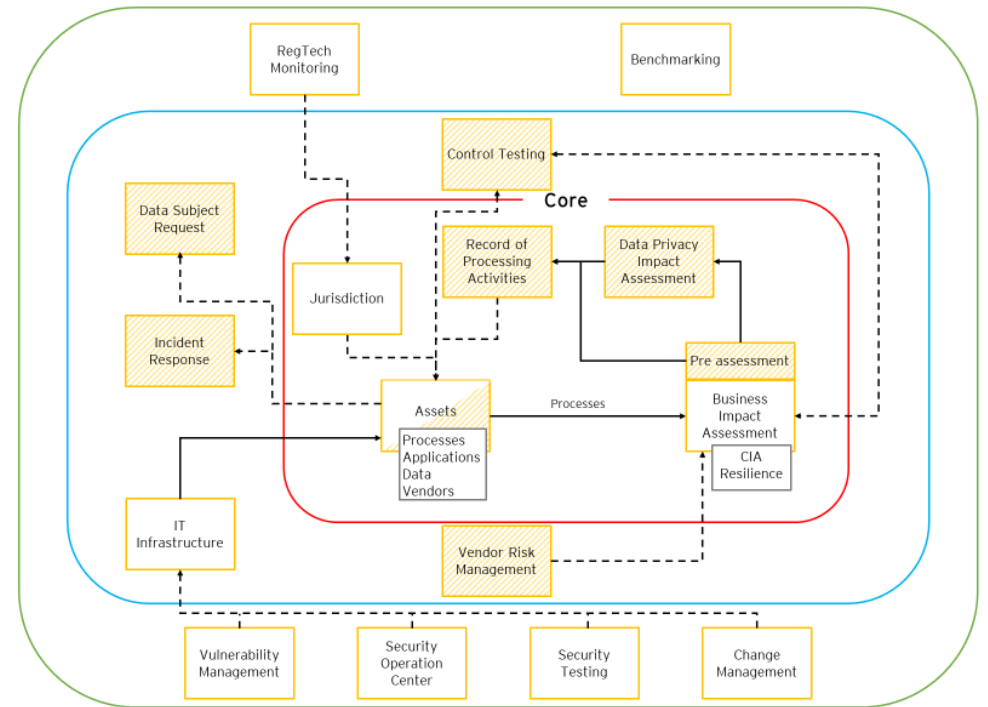
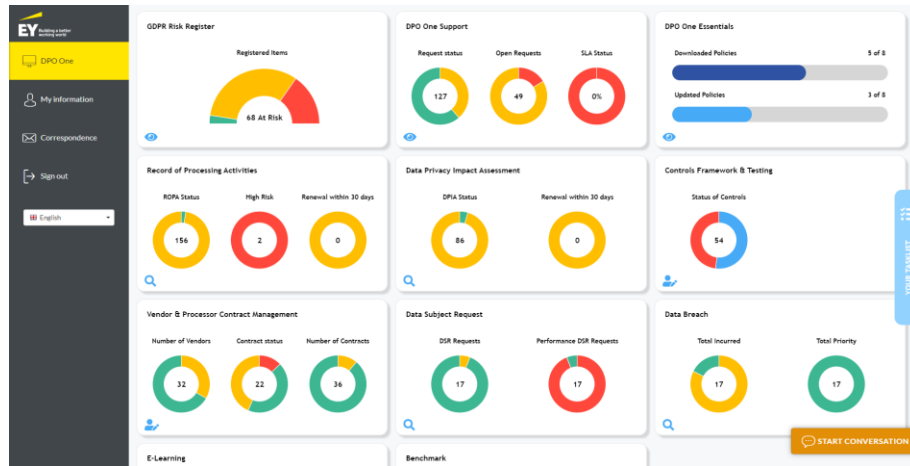



British Airways is facing a record fine of £183m for last year's breach of its security systems.

We have identified five key lessons learned. We addressed all of them in this document.

- 1** The operationalization of GDPR is truly multidisciplinary resulting in a complex privacy governance
 - 2** The processes should have a data-driven based approach
 - 3** Customers are more privacy-savvy and keen to engage with companies that protect their privacy
 - 4** Maximum use of data analytics requires optimal customer information strategy
 - 5** The adoption of tooling is key for a successful and sustainable operationalization of GDPR
-

EY's end-to-end solution enables automated processes to support your privacy compliance



A close-up photograph of a person's hand holding a set of keys. The hand is positioned in the upper left quadrant, with the thumb and index finger gripping the key ring. The keys are silver and include a standard house key and a circular keychain. The background is a blurred, light-colored surface. A yellow rectangular box is overlaid on the right side of the image, containing text.

**Are you in control of your
privacy activities and related
risks?**