

GDPR: Why Should You Care?

CRISTINA ONOSÉ, MA, CIPP/C

PwC | Lead, Privacy Advocacy & Thought Leadership

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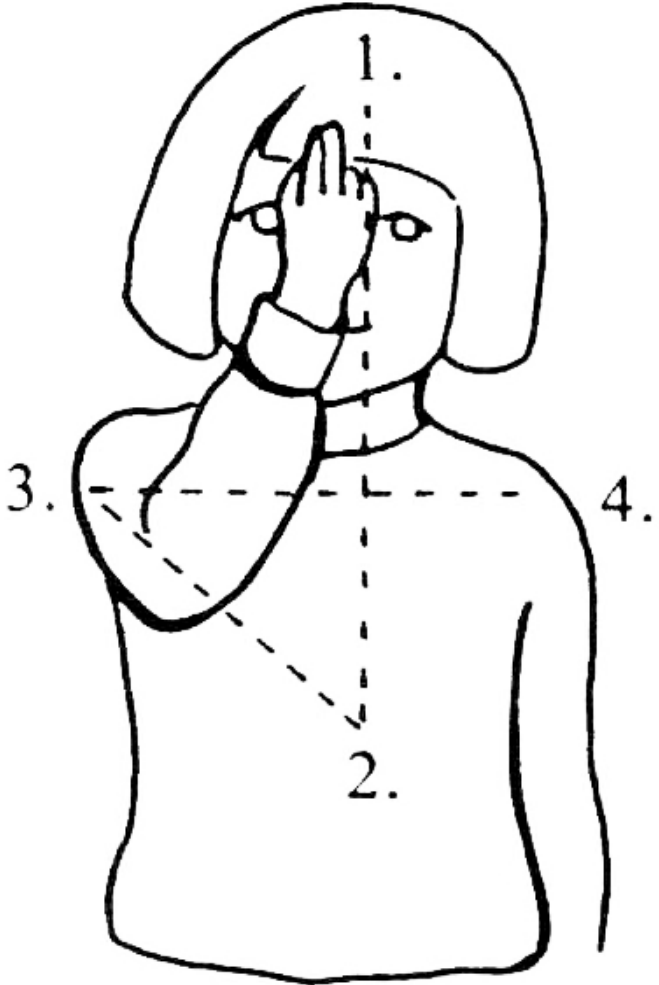
Reboot Conference, Victoria, B.C.



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4 EASY STEPS FOR GDPR COMPLIANCE



GDPR: Facts vs. Misconceptions

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**"I'm applying for the Information Security position.
Here is a copy of my resumé, encoded, encrypted and shredded."**

#1: GDPR Fact

The GDPR **does not apply only to organizations that have an establishment in the EU.**

#2: *GDPR Fact*

The GDPR **does not require
end-user **consent** to
process personal data.**

#3: GDPR Fact

The GDPR **does not
mandate rules for
electronic communications.**

#4: GDPR Fact

Canadian enterprises in compliance with PIPEDA **are not automatically in compliance with the GDPR because of adequacy.**

#5: GDPR Fact

The GDPR is a strong privacy law. Canada's PIPEDA **does offer robust privacy protections as well.**



PIPEDA

Accountability

Notice & Transparency

Security

Extraterritoriality

Breach Notification

Right to
access/correction/erasure

“Now is the time for a **robust discussion between policy-makers and the tech sector** about how much regulatory oversight is needed, both **to protect privacy and to spur innovation and competition.**” *John Chen, BlackBerry Ltd.*

Thank you

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E: cristina.onose@pwc.com

pwc.com