GDPR Update
IEEE Region 3 Meeting
April 2018

IEEE
Advancing Technology
for Humanity

What is the GDPR?

- **The General Data Protection Regulation (GDPR)**
  - (Regulation EU-2016/679)
  - is a regulation by which the European Parliament, the Council of the European Union, and the European Commission intend to strengthen and unify data protection for all EU citizens and individuals within the European Union (EU).

- The GDPR's primary aim is to give control back to citizens and residents over their personal data. Because of its extraterritorial aspects, international businesses will be impacted by the regulation.

  - **Goes into effect on 25 May 2018**

Who does the GDPR apply to?

- The GDPR applies to organizations established in the EU and to organizations, whether or not established in the EU, that process the personal data of EU individuals.
  - IEEE meets these qualifications and is subject to the GDPR.
- The GDPR protects the personal data of individuals. Examples of personal data include:
  - Name
  - Photo
  - Email address
  - IP Address

Five Key Aspects

1. **Right to be Forgotten:** Individuals may require Data Controller* to erase their personal information from databases.

2. **Right to Access/Data Portability:** If asked, Data Controller must provide a copy of personal data in a commonly used and machine readable electronic format.

** A **data controller** - "who controls the data" – IEEE is a data controller*

Five Key Aspects (continued)

▸ **3.** Breach Notification: Organizations are now required to report data breaches to regulatory authorities within 72 hours of first becoming aware of the breach.

▸
   4. Privacy by Design: Organizations must design systems with privacy in mind from the outset ("Privacy by Design").
   - Organizations also should only process the data necessary for the completion of their duties, as well as limit access to only those needing this information.

▸ **5.** Consent: The processing of and use of personal data now requires "freely given, specific, informed, and unambiguous" consent from individuals.
   - All IEEE members and customers will be required to consent to the IEEE Privacy policy

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What Does Consent Mean?

▸ Consent must be opt-in, implied consent/opt-out is no longer viable.

▸ Organizations must request consent in an intelligible and easily accessible form.

- Beginning 18 April all members and customers will be receiving an email that requests consent to the IEEE Privacy Policy.
- Consent to the IEEE Privacy Policy will be recorded along with the date of consent.

▸ If personal data will be shared with third parties this must be disclosed to gain effective consent.

▸ Consent must be as easy to withdraw as it is to give.

Why is Compliance Important?

▸ Organizations can be fined up to **4% of annual global turnover* for breaching the GDPR or €20 Million,** whichever is higher. This is the maximum fine that can be imposed for the most serious infringements e.g., deliberate violations, not having sufficient customer consent to process data, or violating the core of Privacy by Design concepts.

▸ Regulatory agencies may also be permitted to enforce other penalties such as deletion of personal data and placing limitations on interactions with citizens of EU member states.

* Global Turnover/Revenue

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What is IEEE Doing?

▸ IEEE has been carefully reviewing its policies and business processes that involve personal data.

▸ A cross-organizational task force is working to ensure uniformity in how volunteers, members, and professional staff worldwide collect and use personal data.

▸ Developed a global communications plan that uses newsletters, emails, ieee.org, etc. to keep you apprised of any changes in policies and processes as well as the new resources and tools you will have access to.

▸ Updating compliance training courses

▸ Creating Data Access and Use policy for volunteers

What is IEEE Doing? (continued)

- ▸ Existing service agreements with vendors that we do business with are being evaluated to ensure inclusion of GDPR-related terms and conditions

- ▸ Key business platforms and applications such as conference registration systems, websites, peer review tools, marketing and customer management systems are being evaluated

- ▸ Moving towards centralized applications and services

- ▸ Improving consent and opt-out capabilities and record keeping
  - - If our tools are GDPR compliant, it takes the burden off of the volunteer

What Does This Mean to You
## – as an IEEE Volunteer?

- ▸ We value your contributions and care about making sure you are able to perform your role in a compliant manner.

- ▸ Current processes of collecting personal data and emailing on behalf of IEEE will change. This will include deletion of member data currently in your possession that is no longer needed.

- ▸ We will communicate with you regarding training and education shortly. We respect your time and will try to make these communications as efficient and informative as possible.

- ▸ We will provide you with new or enhanced tools and/or processes that are GDPR compliant.

- ▸ Volunteers will be required to provide consent to a Data Access and Use Policy.
  - There may also be specific terms and conditions for the tools that you use

What Does This Mean to You
– as an IEEE Volunteer? (continued)

Other areas that will be addressed:

- All IEEE systems and applications

- Non-IEEE systems and applications

- Home grown tools and commercial tools for communication
  - Constant Contact, Mail Chimp

- Places where data resides such as Access databases, Excel spreadsheets, Google Drive, etc.
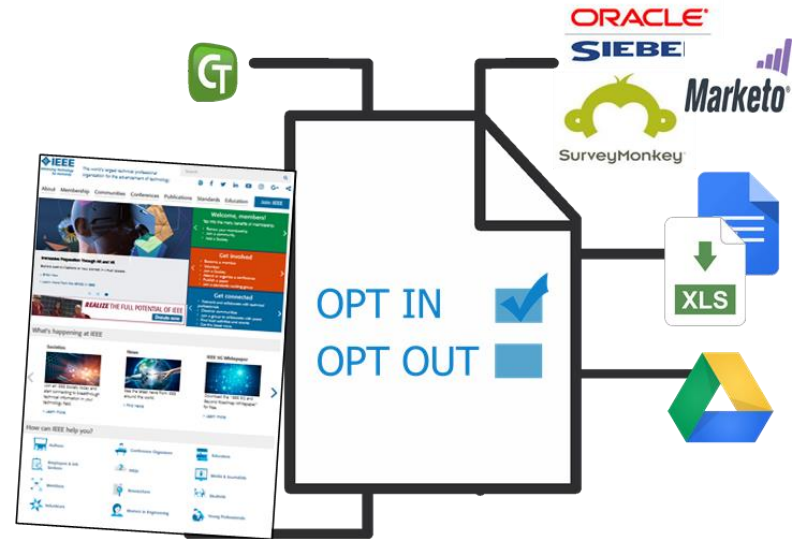
Specific Concerns for MGA

- ▸ SAMIEEE (Sunset May 2018)

- ▸ IEEE OU Analytics
  - 12k+ volunteers have automatic access to member data
  - Volunteers handling data will be required to read and agree to a Data Access and Use Policy plus specific terms and conditions
  - Training will be available in early May

- ▸ vTools Applications
  - vTools Events will be collecting consent to the Privacy Policy
  - vTools Events will also be asking guests to agree to receiving information about IEEE membership, products and services
  - eNotice will support more OUs (Societies, Standards)
  - Application changes will be deployed the week of 21 May

Specific Concerns for MGA (continued)

- ▸ Other Applications affected
  - The streamlining the online web application for Join and Renew
  - Collabratec, now includes the Member Directory
  - Senior Member Elevation Program
  - Online Fellows Nomination Process
  - Automated Geo Petitions Program
  - Application changes will be deployed the week of 21 May

  - 3000+ websites on EWH (cookie policy)
    - Already in place for WordPress sites
    - Instructions were sent to webmasters of custom sites
  - Listserv (unsubscribe footer and welcome message)
    - Footer already in place for all Listserv lists
    - Welcome message – in progress
  - Google Groups
    - Footer and Welcome message in progress

- ▸ Other 3rd party tools
  - Instructions will be provided at http://www.ieee.org/gdpr

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What Does It Mean to You?
- as a member

- ▸ You can expect that we will respect your privacy.

- ▸ IEEE's goal is to balance our legal obligations under the GDPR with our desire to continue to provide our members with IEEE updates, information on new products and services, and opportunities.

- ▸ Members will need to consent to the IEEE Privacy Policy.

- ▸ Members will have online access to manage consent and communication preferences.

- ▸ The steps needed to ensure total compliance are still being finalized.

- ▸ Additional information will be made available to you through current communications vehicles such as ieee.org, MGA News (SCOOP) etc...
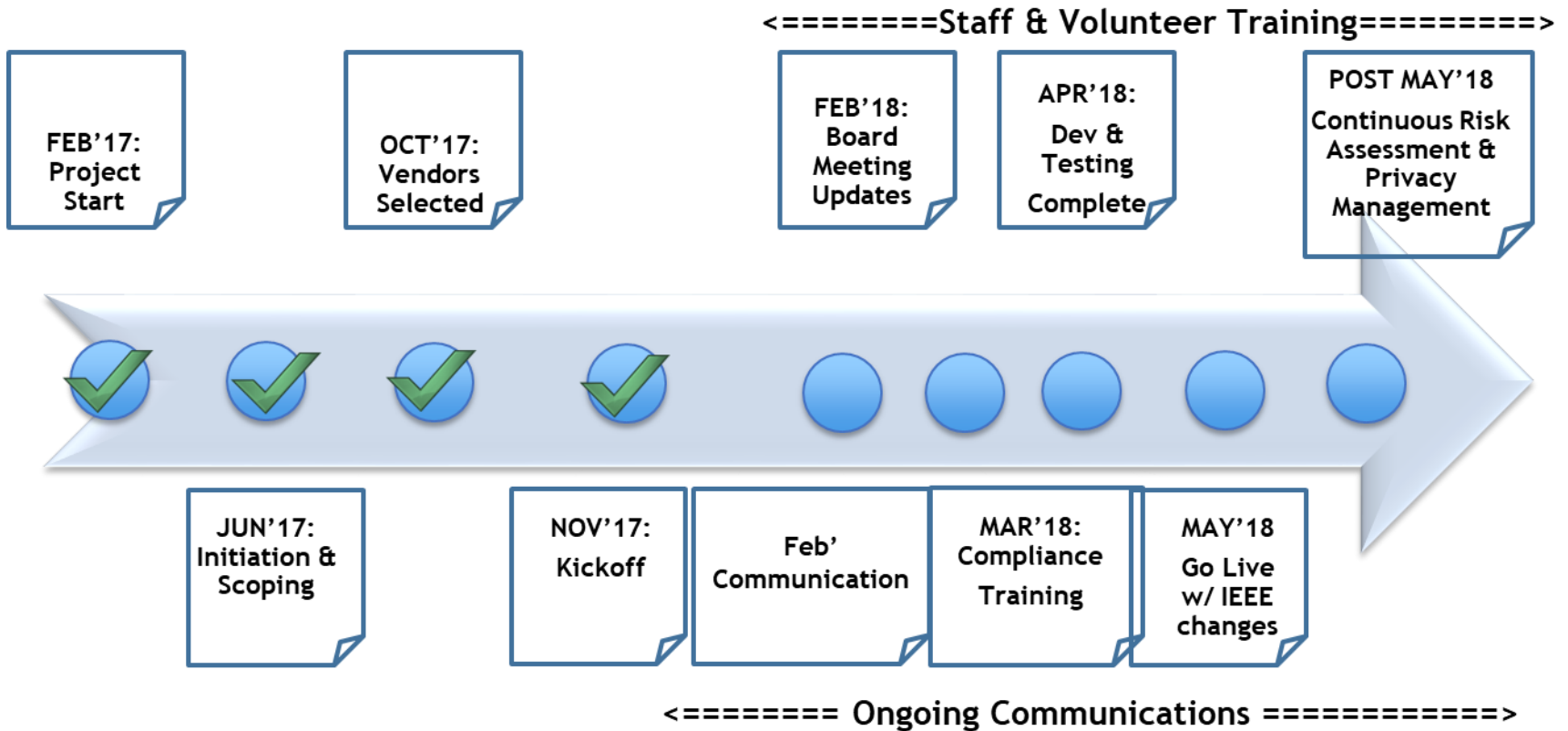
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Moving Us Ahead to Reach Compliance

▸ MGA staff are fully involved and committed
  - Cecelia Jankowski
  - Vera Sharoff (GDPR taskforce)
  - Eugene Khusid (GDPR taskforce)
    • Khanh Luu
    • Marguerite Gargiula
    • Elyn Perez and the entire membership team

▸ Working with the MGA Information Technology and Oversight Committee and the vTools Committee
  - Global representation from Italy, Spain, Canada, Sri Lanka, Mexico, India and the US

▸ Working with IEEE IT, Legal and Marketing, to develop and deliver a coordinated, detailed communications plan to ensure all IEEE and MGA-stakeholders are informed, aware, and understand how to meet and maintain GDPR compliance

GDPR Timeline

<===========Staff & Volunteer Training==========>

FEB'17: Project Start

OCT'17: Vendors Selected

FEB'18: Board Meeting Updates

APR'18: Dev & Testing Complete

POST MAY'18 Continuous Risk Assessment & Privacy Management

JUN'17: Initiation & Scoping

NOV'17: Kickoff

Feb' Communication

MAR'18: Compliance Training

MAY'18 Go Live w/ IEEE changes

<========= Ongoing Communications ============>

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Our Request to You

▸ Be engaged—this impacts all of MGA including all partners that we work with

▸ Ask questions (privacypolicy@ieee.org)

▸ Be alert for communications about GDPR

▸ Be prepared to communicate and take action within your Section

▸ Help us identify potential vulnerabilities

▸ Be patient
  - Best practices for handling private data, consent and compliance language, internal operational changes etc…, for an association with our global reach, do not exist. They being developed and the target is quickly approaching.

25 May 2018

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Question?

Thank you