



Implementing GDPR

Comparing Global and Small Corporation experiences

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● It is about Margaretha

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• Comparing Global and Small Corporation experiences

Global corporation

- HQ in USA
- Global membership ~ 400K
- EU membership ~ 50K
- 1 800 international conferences/year
- 1 000+ Volunteers and Staff
- Membership based professional organization (www.ieee.org)

Small Corporation

- Nationwide presence
- ~ 50 employees
- Headhunting, Search & Consulting
- Intensive use of Personal Data

• It is about the use of Personal data

Global Corporation

- 400 000+ members data
- 1800 Conferences with registered participants from all over the world
- Legal basis by Consent or legitime interest

Small Corporation

- Client Database w personal data
- HR database for employees and consultants
- Legal basis by Contract

● It is about the Life Cycle of Data

Global corporation

- Members choose to renew membership annually
- Personal data for members who don't renew?
- Employee's and consultant's Personal data kept by National law
- Reuse of Conference participant's data for future invitations
- Many IT system with Personal Data

Small Corporation

- Clients add their CV and personal data, kept as long as they agree to
- Personal data for Employees and Consultants kept by National law
- Few IT system with Personal Data

● It is about the IT systems

Global Corporation

- Many IT system with Personal Data
 - Profiling
 - Marketing
 - Volunteers positions
 - and more...
- Very complex IT environment
- Many dependencies
- Transfer of Personal data globally

Small Corporation

- Few IT system with Personal Data
- Simple IT environment
 - ERP
 - CRM
 - Client database
 - File server
- Mainly Local use of Personal data

● It is about Information & Education

Global Corporation

- Inform & Educate staff
(IT, Legal, Event Management, etc.)
- Inform & Educate volunteers
- Inform members at renewal
- Use RACI matrix to keep track

Small Corporation

- Inform & Educate staff
(Management and Recruiters)
- Inform clients and candidates at enrollment

● It is about Communication

Global Corporation

- Staff in US
 - "Town Hall" meetings
- Volunteers
 - Personalized e-mails
 - Webinars
 - Newsletter articles, flyers
 - Face-to-face meeting at Regional and National Conferences
- Members
 - Information in renewal package

Small Corporation

- Call for Office meeting with all employees
- Create and share GDPR Policy
- Provide GDPR information to customers, clients and candidates at enrollment

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