

# Privacy:

## The journey together towards GDPR

Gertrud Huberty, *Corporate Data Protection Officer*

*Protection of user and business data is not something new. Any company welcomes the opportunity to improve the security of its customers' and their customers' data. Ensuring that this data is not used in any destructive or coercive way protects the relationship between providers and clients, and help build bridges for new opportunities.*

### What's new?

Many of you may have already heard of the upcoming EU General Data Protection Regulation (GDPR). While this targets EU markets, businesses, and citizens – this law has huge regulatory implications for any company that may hold the data of anyone living, operating, or located within the EU. Global trade needs to adapt to meet these extraordinary new laws, many for the benefit of those on the ground.

CHAMP is eager to meet this need. With the spirit of the GDPR in mind, we believe individuals have the right to know what data a company possesses, the right to be informed. As an IT provider, we are being proactive in racing to comply with the regulation ourselves, and how to serve our customers' requirements for complying with the regulation themselves.

### What you need to know

The aim of the GDPR is to bring personal data back into the hands of the individual. Our increasingly data-driven world is vastly different from the time in which the 1995 directive was established. Unlike the original directive, this regulation has extra-territorial applicability – therefore non-EU domiciled business must still comply.

#### Example

I am happy for my personal data to be processed for the following purposes:

- to send me communications about the charity's events and activities (including fundraising)
- to share my details with [trading company]
- to share my details with [specify other arts organisations, by name, with which you may share data]

I am happy to receive communications about the charity's events and activities (including fundraising) by:

- phone
- email
- post

#PrivacyAware



Companies must have lawful reason, such as the consent of an individual to store their personal data for future contact at any time. This data must be easily accessible in clear and plain language – and must have the ability to be easily withdrawn.



*“...Know what data we collect, how we use it, and make sure we’re doing the right things with it.”*

Breaches, by anyone in the process, to this regulation can result in fines of up to 4% of annual global turnover or up to €20 Million. Therefore, it is quite important to get this one right from the start.

### What does this mean for air cargo?

In the case of IT services, data is held by two bodies. The distinction between a data controller and processor is important for compliance. Generally speaking, the GDPR treats the data controller as the principal party responsible for collecting consent, managing consent-revoking, and enabling right to access. This is our customer, or the one who accesses the data.

The second body is the processor, or in our case – CHAMP. This is the body that stores, processes, accesses, and handles the data itself. With air cargo data, CHAMP is not the one using the data. The data is owned and controlled by our customers, CHAMP processes on the data controllers’ behalf.

Let’s use an eAWB as a perfect example of data. The eAWB may include; names, addresses, contact information, payment details, etc... The controller has this information, and must ensure its protection – and furthermore, obtain the correct consent if they wish to market other products or services to them as well.

### CHAMP’s promise to you – the customer

This is a journey that every global company must take in one form or another. We are striving to not only comply with the law, but also comply with the spirit of the law itself. This is not just for the sake of avoiding fines. This is about ensuring our customers’ data, and their customers’ data is protected – and turning a new leaf in the information technology world.

We are striving to meet these needs, and promise to uphold our duty to you, your privacy, and the privacy of anyone who may interact with the global air cargo community.

