DATA PROTECTION AND THE GDPR:
Using State of the Art Cybersecurity to Achieve Compliance

WHAT IS IT?
The European Union’s (EU) General Data Protection Regulation (GDPR) standardizes data protection legislation across the EU and updates data protection laws to cover previously unforeseen data usage patterns. The GDPR mandates that organizations anywhere in the world processing EU citizen data, including large enterprises, small and medium businesses (SMBs), governments, and even sole proprietors, reassess their data processing controls and put a plan in place to better protect EU citizen data.

IMPLICATIONS
With over 59,000 data breaches reported since the GDPR came into effect on May 25, 2018—many from well-known companies around the world—it is clear that data protection is an issue that needs to be addressed. Viewed as one of the most aggressive data protection regulations in the world, the GDPR is designed to consistently protect personal data for EU citizens, meaning that any organization interacting with an EU citizen and storing their data will be subject to fines for non-compliance—even organizations based in countries outside the EU, such as the U.S. or Australia.

While some organizations are looking at the GDPR as an opportunity to increase the association of their brand with protection of user data, and for overall business growth, there are also potential negative impacts from non-compliance. The maximum size of the potential fines is alarming: 4 percent of global turnover (revenue/sales) or €20M, whichever is larger. Google was recently fined €50 million by French authorities—not for a breach, but for non-compliance with the regulation, marking the first time an organization had been penalized under the regulation. But, the GDPR fines aren’t just monetary. Part of the regulation gives the Supervisory Authority the power “to impose a temporary or definitive limitation including a ban on processing,” which means they could actually prohibit an organization from doing business.

In the event of a privacy event (e.g., breach), supervisory authorities must be notified within 72 hours, and must deliver critical information, including the details on the number of EU citizens impacted and how the incident happened.

With significant potential negative impacts in mind, it’s important to prepare your organization to effectively protect personal data and achieve compliance with the GDPR.

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1 Data Breach Today, “Data Breach Reports in Europe Under GDPR Exceed 59,000”, February 6, 2019
2 Data Breach Today, “France Hits Google With $57 Million GDPR Fine”, January 22, 2019
WHAT CAN YOU DO?

The GDPR is a multi-faceted regulation that includes people, process, and technology guidelines, all focused on data protection. State of the art security can play a pivotal role in compliance, helping to ensure that technology married to people and process is effective.

Too often, when S&R professionals face a daunting challenge, they search for a single technology to solve it. In the case of data security, such a technology does not exist. Instead, you need a framework that outlines how you discover, classify, analyze, and ultimately defend data with a mix of security processes, technical controls, and a willingness to instill a culture that respects and appreciates privacy.2.

2Forrester, “Protect Your Intellectual Property and Customer Data from Theft and Abuse”, Stephanie Balaouras, July 12, 2017

As threats to data continually evolve and as recommended by leading analyst firms, it is important to take a multi-layered strategy to data protection that will both protect your organization and also fit with the way you run your business. Ultimately, you need to be able to protect your organization from threats, detect when malicious activities are happening, and respond to incidents rapidly and efficiently.

XGen security delivers a cross-generational blend of threat defense techniques

As a multi-faceted regulation with global ramifications, the GDPR has impacted many aspects of an organization’s technology and security strategy. As a security market leader with over 30 years of innovation and success, Trend Micro can help address many of the state of the art technology requirements highlighted in the regulation with XGen security, a smart, optimized, and connected approach to layered security that applies across the enterprise.

SMART

A smart defense leverages a cross-generational blend of threat defense techniques that are layered to protect personal data against known and unknown threats, whether data is at rest, in transit, or at any stage of processing. While new security techniques will be introduced over time to address new threats, current techniques are still relevant and highly efficient for data protection. Embodied in the concept of state of the art security is the need for a cross-generational blend of techniques to enable the most appropriate and efficient approach for addressing each threat—there is no such thing as a security silver bullet. XGen security protects against the full range of known and unknown threats using a cross-generational blend of threat defense techniques that applies the right technique at the right time, and is powered by global threat intelligence.

HOW TREND MICRO CAN HELP WITH GDPR

Trend Micro provides state of the art security solutions that:

• Protect personal data
• Protect employees
• Protect IT infrastructures
• Protect cloud data
• Detect, respond, and report on breaches
While security techniques are important, optimization of those techniques for your environment is critical to the success of a deployment. Security must be woven seamlessly into the personal data processing fabric, with techniques that efficiently secure both legacy and new enterprise environments, including public cloud and containers. Deep integration with leading environments helps to enable visibility across users, servers, and networks, giving you the ability to rapidly analyze and assess the impact of threats, and, in the face of a 72-hour breach reporting requirement, quickly report on incidents across the enterprise. XGen security delivers security solutions to protect users, networks, and hybrid cloud environments—all designed specifically for and tightly integrated with leading platforms and applications, like VMware®, Amazon Web Services (AWS), Microsoft® Azure™, Google Cloud, Office365™, and more.

To help you on your GDPR compliance journey and beyond, Trend Micro delivers state of the art security through our XGen security strategy, enabling organizations to leverage cybersecurity solutions that address threats today and tomorrow, while fitting in with the needs of your business.

To learn more, visit trendmicro.com/gdpr