

Partner Opportunity with GDPR



In **May 2018**, a new European Union (EU) privacy regulation goes into effect with broad reaching implications for multinationals around the globe (not just in the EU). The regulation, called the General Data Protection Regulation (GDPR), sets a new bar for privacy rights, security, and compliance. The GDPR has new requirements to:

- Provide individuals with more control over their personal data
- Ensure transparency about the use of data
- Use security and controls to protect data

Partners will need to build the new requirements into their own businesses as well as play a key role in helping customers handle all the complexities introduced by GDPR. It is a business-wide challenge that will take time, tools, processes, and expertise; and could require significant changes to a partner's business and to customers' privacy and data management practices.

The opportunity is now.

GDPR opens up new growth areas for partners:

GDPR will create a substantial market opportunity for security and storage vendors. A recent study highlights that 75% of US companies that consider GDPR a top priority have budgeted \$1 million or more to become compliant. Another study shows that in Europe, the figure ranges from €100,000 to a few million, depending on the organization's status quo¹.

With less than a year until the effective date, there is much we can all do to make sure we are prepared and can provide customers with the services they need. Microsoft would like to work with you to help you develop a GDPR practice to enable your customers' journey to compliance.

GDPR: Not just Europe.

The GDPR applies more broadly than many people think. The law imposes new rules on companies, government agencies, non-profits, and other organizations that offer goods and services to people in EU or that collect and analyze data tied to EU residents—no matter where they are in the world.

GDPR is applicable to organizations of all sizes and all industries.

Take away: The GDPR may apply to your business, and to your customers.

It all comes down to personal data.

GDPR analysis begins with understanding what data exists and where it resides. The GDPR regulates the collection, storage, use, and sharing of "personal data."

Personal data is defined very broadly under the GDPR as any data that relates to an identified or identifiable natural person. Data can reside in:

- Customer databases
- Feedback forms filled out by customers
- Email content
- Photos
- CCTV footage
- Loyalty program records
- HR databases

Non-compliance risk is severe.

GDPR compliance is not a one-time activity, and carries significant penalties for non-compliance. Fines for non-compliance can be up to 4% of a company's global revenues or €20 million, whichever is greater.

Take away: GDPR is serious business – make sure you and your customers are ready.

1. As reported in the Forrester Report, Assess Your Data Privacy Practices With The Forrester Privacy And GDPR Maturity Model, April 2017

Your business may be impacted directly.

Depending on your business and the solutions you provide, your obligations under GDPR may vary. GDPR has different requirements for companies that are Controllers vs. those that are Processors. See the GDPR EU.org site to help you determine what category of requirements apply.

Take away: Learn more at <http://gdpreu.org/the-regulation/key-concepts/data-controllers-and-processors>.

Microsoft's GDPR commitment.

As reflected in a blog published by Microsoft's Chief Privacy Officer (<https://aka.ms/cpoblog>), we have committed to being GDPR compliant across our cloud services and supporting our customers and partners in their transition to GDPR compliance when enforcement begins in May 2018. We have a long history of providing trustworthy cloud services. Our principled approach to privacy, security, compliance, and transparency means you and your customers can trust the digital technology you rely on. We have the most extensive compliance portfolio in the industry, and were the first to adopt key standards such as the ISO/IEC 27018 cloud privacy standard.

Take away: Leverage our broad portfolio of enterprise cloud services for your business and to provide customers with solutions that help them meet GDPR.

To get started with GDPR, we recommend you build out your solutions based on four key steps: **Discover, Manage, Protect, and Report**.

	Discover	Manage	Protect	Report
Needs and Challenges:	Identify what personal data exists and where it resides.	Govern how personal data is used and accessed within an organization.	Establish security controls to prevent, detect, and respond to vulnerabilities and data breaches.	Keep required documentation, manage data requests, and provide breach notifications.
The Microsoft Cloud:	Makes it easier to locate and identify the personal data you collect, simplifying your ability to find and evaluate the data across your organization.	Enables centralized processing by more effectively managing applicable policies, data categorizations, and use cases.	Synthesizes unparalleled threat intelligence and provides tools that help you leverage that intelligence, benefiting your security efforts.	Centralizes and streamlines technical and administrative steps required for compliance such as demonstrating due diligence and handling data access requests.
As a partner, you can:	Perform security and risk assessments, locate relevant personal data, and develop a plan to achieve and maintain compliance.	Develop, implement, and manage compliance plans by designing, configuring, and monitoring the policies and controls appropriate for customers' data and applications.	Monitor, analyze and act on threat intelligence and user behavior information to help effectively address vulnerabilities and breaches.	Offer administrative services to help customers meet their documentation requirements and notification obligations and respond expediently to data requests.

Given how much is involved, begin with a review of your organization's and your customers' privacy and data management practices now.

As a best practice, we recommend that you identify an overall set of controls and capabilities to meet GDPR requirements. A platform approach based on Enterprise Mobility + Security, Windows, SQL, SharePoint / Exchange, Office 365, Microsoft Azure, and Dynamics 365 is an ideal starting point.

The "**Beginning your General Data Protection Regulation (GDPR) Journey**" white paper details the specific capabilities in these solutions that can help address the requirements of each of the steps.

It also provides more background information and ways to take action.

Download the white paper, product-specific materials, and other resources at <https://aka.ms/gdprpartners>.

Sign up to receive Security News for Partners at <https://aka.ms/securitynewsletter>.

For more information, visit Microsoft.com/GDPR.

