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Ready? Follow this  
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*GDPR: Why  
everyone is  
freaking out over  
four letters* | CNBC

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**Compliance**  
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*Compliance:*

*"Explain Like I'm  
Five" with Data  
Privacy Expert  
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5 stars 17 ratings.

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practical ...**

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## **Your Business To Compliance: A ...**

In 2018, GDPR was integrated into the UK as a law. It is one of the EU laws and regulations, and it gives a lot of people rights on what companies can handle their data. In this introduction to GDPR, we explain

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what GDPR is, who and what does it apply to, and how you can get started with GDPR compliance.

**Introduction to  
GDPR: A guide to  
the General Data**

...

2. GDPR: A Simple Guide for Internet Users. As a

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Your Business,  
you'll have to make  
sure your  
operations comply  
with the GDPR. But  
how does it affect  
you as an everyday  
internet user? The  
only thing most  
people will need to  
do is read the  
cookie consent  
banners that now  
appear on

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websites, and click agree (or not).

**GDPR for  
Dummies: The  
Beginner's Guide  
to GDPR**

Yes. The GDPR does not replace PECR – although it has amended the definition of consent. You need to comply with

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both GDPR and  
PECR for your business-to-business marketing. The EU is in the process of replacing the current e-privacy law with a new ePrivacy 2 Regulation (ePR). However, the new ePR is yet to be agreed.

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**The rules around  
business to  
business  
marketing, the  
GDPR...**

gdpr The EU  
General Data  
Protection

Regulation (GDPR)  
came into effect on  
the 25th of May  
2018. As this is  
considered the  
most important

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change in data  
privacy regulation  
in 20 years, Akkade  
is here to make  
sure your  
organization is  
compliant.

**Akkade - guiding  
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compliance -  
GDPR**

It is for DPOs and  
others who have



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Your Day-to-Day  
responsibility for  
data protection. It  
explains the  
general data  
protection regime  
that applies to  
most UK  
businesses and  
organisations. It  
covers the General  
Data Protection  
Regulation (GDPR)  
as it applies in the

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UK, tailored by the  
Data Protection Act  
2018. It explains  
each of the data  
protection  
principles, rights  
and obligations.

**Guide to the  
General Data  
Protection  
Regulation  
(GDPR) | ICO**

Guide to the

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Regulations  
to help  
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organisations  
comply with its  
requirements.  
Published 25 May  
2018.

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**GOV.UK**

Using personal data in your business or other organisation from 1 January 2021 What action you need to take regarding data protection and data flows with the

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EU/EEA after the  
end of the  
transition ...  
A Practical

**Using personal  
data in your  
business or other  
organisation ...**

Akkade is  
dedicated to assist  
organizations with  
the ever increasing  
challenges faced  
by compliance. We

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believe new  
legislation should  
be an opportunity  
rather than a  
burden. The use of  
data as a true  
business asset,  
while still  
maintaining  
privacy & security,  
is an example of  
such an  
opportunity. We  
help to reduce the

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risk of ... Continue  
reading "What We  
Do"  
A Practical

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What We Do**

Checking your  
website's database  
and how you have  
handled (collection,  
use, storage, and  
transfer) their

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personal data can help determine the areas you need to focus on to make your system GDPR compliant.

Marketing requires user data such as name, email address, phone number, mailing address, and payment information.



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**GDPR For  
Marketing: What  
You Need To  
Know For  
Compliance**

The General Data  
Protection

Regulation (GDPR)

is a European  
Union (EU)

regulation that  
mandates how an  
organization should

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handle personal data. The GDPR is due to come into force on May 25, 2018. If your business sells to, provides services to, or employs citizens of the European Union, then the GDPR will affect you.

**GDPR simplified**

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**A guide for your  
small business ...**

What is GDPR?

GDPR in its

essence are rules  
designed by the EU  
and aims to help  
EU citizens have  
more control over  
their own data by  
setting a higher  
standard for data  
policies for all  
companies. The

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higher standard  
secures better  
transparency by  
simplifying the  
process and  
provides a  
standard of what  
data can be  
accessed and held.

**A Guide to GDPR:  
Making your  
Website GDPR  
Compliant ...**

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Guides you through the complexities of GDPR. Your GDPR guide ready to help. It's like having an expert sitting right beside you, guiding you through the tough decisions and answering your most difficult questions.

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practical ...**

GDPR rules state  
that subscribers  
need to express  
consent: In a freely  
given, specific,  
informed, and  
unambiguous way,  
which is reinforced

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by a clear  
affirmative action.  
You cannot  
automatically  
subscribe someone  
to your list or  
assume they want  
to receive  
marketing  
communications  
from you simply  
because they've  
dealt with you in  
the past.



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businesses | The  
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...  
A lot has been written about the European Union's data protection regulation that took effect last year, the GDPR. However, not much

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of it is tailored for startups and small businesses, and a lot of it just muddies the picture of what you really need to do or gives you an incomplete picture.

**GDPR Guide for  
Startups and  
Small Business -  
Simple ...**

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Implementing  
GDPR: Lessons  
learned from UK  
businesses is a  
guide filled with  
advice about  
contemporary data  
protection. It  
includes interviews  
with people in  
various sectors and  
sizes of business -  
from small  
companies such as

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own GDPR  
measures .

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