

INTRODUCTION

I have had the honor to handle GDPR-related questions that impacted more than 2,500 brick-and-mortar retail locations; more than 2,000 hotels; and some of the most important social media platform providers, financial service providers, data analytics companies, hardware and parts distributors, pharmaceutical companies, academic institutions, nonprofit organizations, and academic publishers. These experiences have given me the opportunity to see the GDPR from a variety of different perspectives and hear the questions and concerns of clients who live in vastly different industries.

Although the impact that the GDPR has on an organization depends in part on its industry, business model, size, presence in the European Union, and use of data, I found that companies—regardless of the industry—often raised the same basic questions. This book compiles those frequently asked questions and attempts to provide straightforward answers. My hope is that it is a useful resource for companies that are new to the GDPR, for companies that have been working with it for years, and for data protection officers who wrestle with how to apply the GDPR on a daily basis.