

what is the gdpr?

**general data protection regulation (gdpr)**

The gdpr is the new European general data protection regulation. The gdpr adapts the previous data protection directive (as of 1995) to the digital age by modernizing and updating it. How must personal data be handled today? The requirements are laid down in the gdpr and enters into force on May 25. It applies uniformly throughout the EU.

what is personal data?

Personal data is information about a user, which enables, for example, conclusions to be made as to who the user is. Personal data includes information such as name, date of birth, email addresses, social security numbers, bank data, and online data. Physical characteristics such as gender or dress size may also be processed. How personal data must be handled is regulated by the gdpr.

what is gdpr?

In Germany, the English term “general data protection regulation” (gdpr for short) is often used instead of the German term “Datenschutzgrundverordnung” (DSGVO).

who is affected by gdpr?

The GDPR affects all companies that have a branch in the EU and/or process data of EU citizens. This includes also content that inspires .works as business relationships are entertained with the EU and thus personal data of EU citizens is handled.

why does gdpr also affect Swiss companies?

If a Swiss company also has a registered office in the EU or – which happens much more often – if a company processes personal data of EU citizens, then the gdpr also affects this company.

what advantage does the gdpr offer users?

The new regulation gives users more control over their personal data. The gdpr contains principles and rights for users with regard to how their information such as names, birth dates, email addresses, social security numbers, bank data, online data as well as physical characteristics such as gender or dress size may be processed.

what does the gdpr mean for the companies?

The gdpr makes companies more responsible and requires more detailed documentation on how personal data is processed.

is content that inspires .works gdpr compliant?

Yes. content that inspires .works was incorporated after the new European general data protection regulation (gdpr) came into force. Legal requirements are thus met from the start.