If you discover a data breach that must be reported:

> You must build in data privacy by design and default

**GDPR requires you to:**

- You must build in data privacy by design and default
- You cannot use data for any other purposes than those described
- Users in the EU have the right to:
  - Be informed of the loss of their data
  - Request access to their data at any time
  - Request that their information be corrected
  - Prevent their data from being made available for new uses
  - Request that their information be deleted
  - Appeal a decision on processing of their data
  - Object to processing
  - Not be subject to automated data profiling

A company is hit with ransomware every 40 seconds. In order to provide access to personal data and comply with these requests, you’ll need strong backup.

**If using content to process personal data:**

- Use as many security measures as you can reasonably afford
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**GDPR requires you to:**

- Protect the personal data of individuals located within the EU, regardless of where your organization is located
- Users in the EU have the right to:
  - Be informed of the fair use of their data
  - Request access to their data at any time
  - Request that their information be corrected
  - Receive their data in a machine-readable format
  - Request that their data be erased
  - Request a restriction on processing of their data
  - Object to processing
  - Not be subject to automated data profiling

**GDPR requires you to:**

- Protect the personal data of individuals located within the EU, regardless of where your organization is located
- You can face hefty fines:

- **GDPR requires you to:**
  - Or you can face hefty fines:
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