

PRINT from address <http://serversmtp.com/en/regulation-eu-2016-679-gdpr> on 24/05/2018

GDPR: Basic Concepts

You are reading our guide to GDPR basic concepts, written just for you. It might help to review the principles of the new EU General Data Protection Regulation.

What is GDPR?

As of 24th May 2016 the new General Data Protection Regulation (GDPR) came into force.

The rules provided for will be applied from 25th May 2018 and will involve associations, citizens, firms, freelancers and public entities.

The aim is to give **clearer and more transparent rules about data processing**, data violation and data interchange outside the European Community.

The new legislation amends certain definitions about privacy and data processing, so we suggest you read our guide to basic concepts concerning GDPR.

Personal Data, Data Processing And Consent Of The Data Subject

First things first: you need to know that GDPR concerns **personal data**, which is «any information relating to an identified or identifiable natural person ('**data subject**'); an identifiable natural person is one who can be identified, directly or indirectly, in particular by reference to an identifier such as a name, an identification number, location data, an online identifier or to one or more factors specific to the physical, physiological, genetic, mental, economic, cultural or social identity of that natural person».

The data could be 'processed', but what does '**data processing**' mean? It means «any operation or set of operations which is performed on personal data or on sets of personal data, whether or not by automated means, such as collection, recording, organisation, structuring, storage, adaptation or alteration, retrieval, consultation, use, disclosure by transmission, dissemination or otherwise making available, alignment or combination, restriction, erasure or destruction». In compliance with the new regulation, a real, unambiguous and explicit consensus is mandatory for Data Processing. In accordance with the GDPR, **consent of the data subject** means «any freely given, specific, informed and unambiguous indication of the data subject's wishes by which he or she, by a statement or by a clear affirmative action, signifies agreement to the processing of personal data relating to him or her».

Profiling, Controller And Processor

Informing the data subject in a clearer and more transparent manner is an obligation, that affects web marketing activities such as Profiling. In accordance with the GDPR, **profiling** means «any form of automated processing of personal data consisting of the use of personal data to evaluate certain personal aspects relating to a natural person, in particular to analyse or predict aspects concerning that natural person's performance at work, economic situation, health, personal preferences, interests, reliability, behaviour, location or movements».

The GDPR guarantees data subject **the right to oppose to profiling activities**, furthermore, the law recognises the **right to erasure** ('right to be forgotten'), indeed, the «data subject shall have the right to obtain from the controller the erasure of personal data concerning him or her without undue delay and the controller shall have the obligation to erase personal data without undue delay».

Previously we talked about the controller, but who is this person? The controller is «the natural or legal person, public authority, agency or other body which, alone or jointly with others, determines the purposes and means of the processing of personal data; where the purposes and means of such processing are determined by Union or Member State law, the controller or the specific criteria for its nomination may be provided for by Union or Member State law».

In support of the controller the firm can appoint a **processor**, which is «a natural or legal person, public authority, agency or other body which processes personal data on behalf of the controller».

Regulation (EU) 2016/679 - GDPR

Protecting our users' privacy is a priority for us, that's why we take the utmost measures and the best practices for data protection. Our work is based on Privacy by Design. Our company has already raised our standards, in compliance with the **GDPR** (General Data Protection Regulation). For us it is an important step ensuring **greater safety to your data**. We want to share with you **what we did to ensure more security**, furthermore, we want to help you to **be in compliance with the GDPR**.

Your Data Is Safe With Us

Time ago, our team has implemented some improvements to protect your data and privacy. Therefore, we are already perfectly in line with GDPR.

Our commitment is continuous, indeed, we regularly verify the efficiency and the adequacy of adopted and executed measures, in respect and in order to guarantee protection of database, rights and fundamental freedoms of people, and the application of data processing by those who use our services.

In the table below, you will find all the details about the work done that permits you to use our products and services safely.



We have nominated a Data Protection Officer



We have trained a team involved in data processing and related control activities



Our policy on the rights of Data Subject and the procedures for the proof of consent to process the data have been updated



We have created a detailed and adequate disclosure to the GDPR, easy to understand, in order to let Data Subjects know how to exercise their rights



In case of violation of personal data our response procedures are quick, and take place without any delay after the anomaly has been detected



We have performed the DPIA, which is the evaluation of the impact on data protection



We have applied GDPR principles on various aspects of data processing: activities, objectives, description of the categories of recipients and eventual data transfers



turboSMTP

by  **DELIVERU!TECH**

smtp mail server - professional SMTP service provider



Our technical and organisational measures were consolidated



We guarantee the data portability right of the subject from and to third party systems



The protection level for the data transfer to non EU countries has been reinforced with adequate protocols



Time ago we adopted Privacy by design, to implement efficiently the principles of GDPR in data protection and data processing



On 24 may 2018 we will publish the new disclosure

How To Be In Compliance With GDPR

You are the controller of your personal data and turboSMTP processes personal data on your behalf.

To help in your activities, we offer you the safest and most reliable tools, which are compliant to GDPR.

We invite you to take a look at the following advices so that you learn what to do to comply with the new privacy provisions and how to correctly use turboSMTP:

- **Protect Your PC with a Password and antivirus:** nobody else can have access to your data
- We suggest you to **change regularly your login password**
- You will have to **pay attention to our new conditions of data processing**, updated to comply with the GDPR
- When you export your data from turboSMTP, **make sure your data is protected!**
- **If you use a third party API to import your data**, make sure you have an update contract about data processing comply with the GDPR