



# Protect your reputation.

## A CEO guide

Build trust & ensure the reputation.



Here we have it

# Your guide in 8 steps.

## A security check and risk analysis?

Yes, you could say that!

For you, as a CEO, it's not just about following regulations but also about conducting security checks and risk analysis so that you have a complete overview of the situation.

Why not make the GDPR journey as secure and reassuring as a day at the beach – but with less sand in your shoes?



# Introduction

---

## Security and risk assessment in leadership

In your role as CEO, it's your responsibility to ensure that your company or organisation complies with the legislation regarding personal data. The law is called GDPR and applies throughout the EU. Information that can identify someone, such as name, address, email, and photo, are a few

# 1. Ownership of personal data

## Keep personal data reliable and secure

The first step is that you must consider personal data as an individual's property. You are not allowed to take or use them for private reasons.

By doing this, you place privacy and ownership of personal data at the core of your operations.

## 2. Minimize data collection

### Focus on quality, not quantity

As a CEO, you must, among other things, collect only the personal data that you actually need. By doing this, you not only demonstrate respect for individuals' privacy but also minimize unnecessary risks and complexities for the company.

In summary: Don't ask for more than necessary.

# 3. Clear communication with individuals

**Emphasize transparency and encourage dialogue about personal data**

In the process of handling personal data, it's crucial to be transparent.

Inform the individuals whose personal data you possess about why you have it and what you do with it. You must also communicate how long you'll retain the data and what rights they have.

## 4. Legal basis and clear consent

### Build a secure foundation through clear and voluntary consent

Ensure that the data collection has a legal basis. If the legal basis is consent, obtain a clear and voluntary approval from the individuals whose personal data you are processing.

Keep in mind that it's crucial to avoid deception or coercion. You're not allowed to mislead or force anyone to approve.



# 5. Ensure correctness and safety

## Preserve quality and security

Ensure that personal data is accurate, relevant, and up-to-date. You must also protect them from unauthorized access or loss, meaning that the data should not be lost or become inaccessible due to any unauthorized events or actions.

Additionally, ensure they are not destroyed or compromised.



# 6. Compliance with the GDPR

## Responsibility and transparency in practice

Demonstrate that you are compliant with the law for personal data. This may involve hiring a person who is an expert in data protection, conducting a risk assessment, documenting your data processing activities, and reporting any incidents to the The Swedish Authority for Privacy Protection and the individuals if affected.

# 7. Respect for individuals' rights

## An important step for a dignified and protected handling of personal data

Respect the individuals whose personal data you collect.

They have the right to:

- Know what personal data you have about them
- Have them corrected or deleted
- Refuse the use of their data
- Have them transferred to another company or organization
- The right not to be assessed in an automated computer system.

# 8. Extra measures for international data transfer

## Secure transfer outside the EU

Adhere to the additional rules when transferring personal data to a country outside the EU.

You must ensure that the personal data is as secure as it is in the EU, or that there are other ways to protect them such as by drafting a specific agreement.



# A harsh reality

**It's a tough realization that you can't afford to delay.**

If you don't comply with GDPR, you may face significant fines from the Swedish Authority for Privacy Protection. The fines can be up to 20 million euros (equivalent to about 300 million SEK) or 4% of your company's or organization's annual income, whichever is higher.

You may also be sued by individuals whose personal data you've misused.

As a CEO, it's crucial for you to understand the implications of GDPR and ensure that your company or organization adheres to it. Equally important is educating your employees and collaborators on proper personal data handling.

This not only fosters compliance but also builds trust with your customers, suppliers, and partners.

We understand that navigating this can be challenging, but we are confident it doesn't have to be.

## Now, you can breathe a sigh of relief – we're here for you:

With our product Fairity, you have the situation under control. [Contact us](#), and we'll assist you in getting started.

