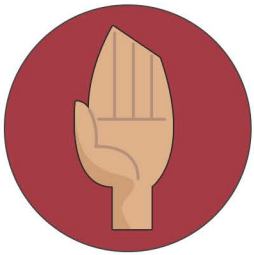




Principles of Data Protection

Article 5 of the GDPR sets out key principles which lie at the heart of the general data protection regime. Compliance with these fundamental principles of data protection is the first step for SMEs in ensuring that they fulfill their obligations under the GDPR. Below is a brief overview of the Principles of Data Protection found in article 5 of the GDPR:

Lawfulness, fairness & transparency - Information and communication relating to the processing of personal data must be easily accessible and easy to understand.



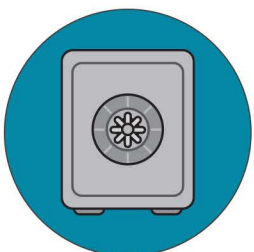
Purpose Limitation - Personal data should only be collected for specified, explicit, and legitimate purposes.

Data Minimisation - Processing of personal data must be adequate, relevant, and limited to what is necessary.



Accuracy - Organisations must ensure that personal data are accurate and, where necessary, kept up to date.

Storage Limitation - Personal data should only be kept for as long as is necessary.



Integrity & Confidentiality - Personal data should be processed in a manner that ensures appropriate security and confidentiality of the personal data.

Accountability - Organisations must take responsibility for their processing of personal data and how they comply with the GDPR.

