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GDPR

25.05.18

The new EU General Data Protection Regulation (GDPR) comes into force on 25 May 2018 (including in the UK regardless of its decision to leave the EU) and will impact every organisation which holds or processes personal data. It will introduce new responsibilities, including the need to demonstrate compliance, more stringent enforcement and substantially increased penalties than the current Data Protection Act (DPA) which it will supersede.

Lily Communications are committed to high standards of information security, privacy and transparency. We place a high priority on protecting and managing data in accordance with accepted standards. The company will comply with applicable GDPR regulations when they take effect in 2018 and work closely with our customers and partners to meet contractual obligations for our procedures, products and services.

The main objective of GDPR is to protect every person's information from being used for malicious purposes, for means other than it was obtained or being lost. Information can now only be obtained in a legitimate way, used for the purpose it was obtained, by only those people allowed to access the information and when it is no longer needed disposed in a secure manner. Lily Communications have been and continue to ensure that all data held and processed by us will be managed in accordance with the GDPR guidelines.

Some of the specific initiatives that we are currently progressing include:

- **Data Review** – An extensive review of all personal data we hold, as we prepare a detailed data roadmap which outlines where this data is held, why we hold it and for how long. No data processed or managed by Lily Communications resides outside of the EU or is shared with 3rd parties (unless legal regulations dictate otherwise). Customer data that is held within the cloud resides in either Ireland or the Netherlands.
- **Contractual Updates** – A full-scale analysis of third parties who process data on our behalf, and updates to contractual positions to ensure that we (and our customers) are protected as best as is possible. In addition to this, we are updating our current business terms and conditions to give our customers the assurances required under GDPR.
- **Process Updates** – Updates to our existing policies and procedures to ensure we have the tools to maintain compliance with GDPR. This includes the appointment of a new Data Protection Officer, and a review of our existing policies such as our data security and data retention policy.

- **Improved Subject Access** – Updates to our existing subject access request processes to ensure that it is easier and quicker for data subjects to exercise their rights.

- **Review of Consents** – Review of our existing marketing practices, and associated consents, to ensure that these are transparent, fair and GDPR-ready.

Lily Communications continually seeks to ensure the confidentiality, integrity and availability of the personal data we store or process. We maintain appropriate technical and organisational security measures to protect personal data against accidental or unlawful destruction or loss, alteration, unauthorised disclosure or access. We understand this is an ongoing process and as such all of our policies, processes and procedures are being reviewed to ensure GDPR compliance. A regular review cycle will be established to ensure all our working practises remain current and compliant. We are also ensuring that our employees and consultants are fully aware of the new obligations that GDPR will introduce, and ensure that there is accountability and shared responsibility for ensuring compliance, from Board level down throughout the company.



W: www.lilycomms.co.uk

E: info@lilycomms.co.uk

T: 0343 5071111