

# GDPR: ENHANCED RIGHTS FOR INDIVIDUALS

The GDPR has provided individuals with much stronger rights over how their personal data is stored, processed and shared.

UNDER THE RULES, YOU NOW HAVE...

## THE RIGHT TO BE INFORMED

about the collection and use of your personal data at the time of collection

## THE RIGHT OF ACCESS

to all data held on you by an organisation and how it is used

## RIGHTS IN RELATION TO AUTOMATED DECISION MAKING AND PROFILING

where processing is automated without any human intervention is it necessary, legal, authorised and consented to?

## THE RIGHT TO RESTRICT PROCESSING

where data can be stored but not used – not an absolute right

## THE RIGHT TO DATA PORTABILITY

allowing you to obtain and reuse data - that you have provided - for your own purposes

## THE RIGHT TO OBJECT

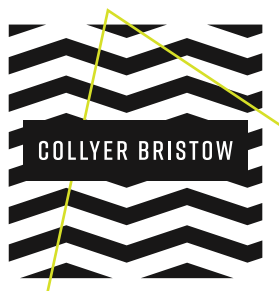
to your data being used for profiling, direct marketing, research or other purposes

## THE RIGHT TO ERASURE ('RIGHT TO BE FORGOTTEN')

of data no longer necessary – not an absolute right and only applies in certain circumstances

## THE RIGHT TO RECTIFICATION

of inaccurate or incomplete data



## THINGS TO CONSIDER ABOUT YOUR PERSONAL DATA...

- 1**  
Do you know which organisations hold your data?
- 2**  
Was the data obtained with your fully informed consent, or on another valid legal basis, and for the specific purpose for which it is being used?
- 3**  
Is it still necessary for the organisation to be storing and/or processing any or all of your data?
- 4**  
Is the data they hold about you accurate and complete?

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If the answer to any of the questions above is 'no' (or 'not sure') you have the right to contact the organisation via a data subject access request for details of all data held on you. This has to be provided free of charge and within one month of the request.

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We can advise you on asserting any of your rights, including making a data subject access request, as well as analysing the response and verifying the lawfulness of the data being held and processed, and any subsequent recourse or redress. We can also advise you on how to make a complaint to the Information Commissioner's Office, and/or on making a claim for compensation.

For further information please contact our

## DATA PROTECTION TEAM

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