

THE NEW

EU General Data Protection Regulation (EU GDPR)

WHAT IS THE GDPR?

It is a new regulation which aims to **strengthen** data protection rights for individuals within the European Union.

It replaces the 1995 directive and aims to **future-proof** data protection in the EU, whilst also unifying various national laws.

The GDPR will also apply to **non-EU** organisations which process data of EU residents.



When will these changes take place?

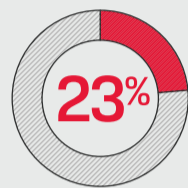
2016 Adoption of the new regulation. Businesses have **2 years** to comply

2018 Complete implementation and **strict enforcement** of the EU GDPR

From **2018 onwards** companies should use state-of-the-art security to protect personal data

\$ In case of a data breach businesses will face fines of up to the greater of 4% of their annual global revenue or €20 million/\$21.952 million USD and must inform their national supervisory authority **€**

Studies



The average cost of a data breach increased by **23%** since 2013

€3.7m
(\$4,061,305.00 USD)

The average cost of a data breach for large organizations in the EU

The highest costs occur in the **HEALTH, EDUCATION & FINANCIAL** SECTORS

5 Steps to becoming GDPR compliant



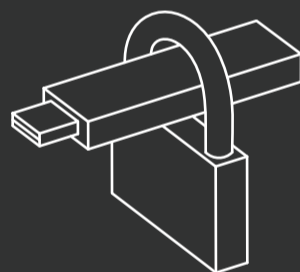
A SMALL USB CAN CAUSE A LOT OF TROUBLE

Employees carrying data out of the office increase the risk of data being **compromised**.

Leaving a company open to **hefty fines**, recovery costs and a potential PR disaster.

Remember, this can apply to data you not only **need** to protect, but **want** to protect.

Encryption is the best way to be safe. Kingston encrypted products minimize the risks of moving data on USB drives and ensure your critical and sensitive data is protected.



Did you know?

If a USB is lost or stolen and the data on it is **encrypted** then this is a

SECURITY BREACH

not a data breach and may not have to be reported.

Kingston and IronKey USB drives

Encrypted USB drives	DataTraveler 2000	DataTraveler Vault Privacy	IronKey D300	IronKey S1000
Security	XTS	XTS	XTS	XTS
Certification	FIPS 197, IP57	FIPS 197	FIPS 140-2 Level 3	FIPS 140-2 Level 3 MIL-STD-810F
Crypto Chip	-	-	-	✓
Managed model available	-	✓ (SafeConsole by DataLocker)	✓ (EMS by DataLocker)	✓ (EMS by DataLocker)
Anti Virus model available	-	✓	-	-

Also available as anti-virus version

This model features easy-to-deploy anti-virus protection from ESET that protects the drive's content from viruses, spyware, Trojans, worms, rootkits, adware and other Internet-borne threats. The ESET NOD32® anti-virus engine provides instant alerts. This anti-virus protection requires no installation and comes with a five-year pre-activated licence.

Customizable

Customise drives in a variety of ways, including dual password, serial numbering, co-logo, number of attempted password entries, minimum password length and customised product identifier, to meet internal corporate IT requirements.

www.kingston.com/encrypted

Get a small but **important** item ticked off the GDPR to-do list by investing in **256-bit AES hardware-based encryption**

Sources

Ponemon Institute: 2015 Cost of Data Breach Study Global Analysis
European Commission: Reform of EU data protection rules
(http://ec.europa.eu/justice/data-protection/reform/index_en.htm)

