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 4% of their annual global revenue or €20 million (whichever is greater) and must inform their national supervisory authority

Studies

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

€3.7m The average cost of a data breach for large organisations in the EU

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

5 Steps to becoming **GDPR compliant**

1 Awareness
Understand the new regulation and what it means

2 Evaluation
Understand who uses and has access to data

3 Policy
Define your strategy for data on the move

4 Technology
Consider hardware encryption and endpoint-management options

5 Education
Ensure your staff are aware of the GDPR, and best practice data protection policies

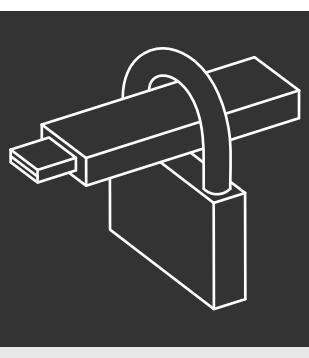
A SMALL USB CAN CAUSE A LOT OF TROUBLE

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.

Kington and IronKey USB drives

	DataTraveler **2000**	DataTraveler **Vault Privacy**	IronKey **D300**	IronKey **S1000**
Encrypted USB drives				
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.

Customisable
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)

Kingston TECHNOLOGY