



An Introduction to GDPR for YE Student Companies

What is GDPR?

GDPR stands for General Data Protection Regulation. It is a piece of legislation that came into force on 25th May 2018. The primary aim of GDPR is to give all of us more control of our personal data (information about us as individuals).

This includes having greater rights to find out how our personal data is being used and how and where our permission is needed before an organisation can use / hold personal data about us and how the law protects us from our personal data being mis-used. It is all about making sure that organisations that handle personal data are **open** and **clear** on **how our personal data is going to be used**.

You can read about how YE use your personal information in YE's Privacy Policy at <https://www.young-enterprise.org.uk/privacy-policy/>

Keeping on the Right Side of the Law

GDPR must be obeyed by organisations that operate in the UK and European Union (EU). This includes **YE student companies** using YE Market Place so it's important that you understand what you can and can't do to keep on the right side of the law.

At the heart of GDPR is that **privacy** is a human right. It aims to allow individuals to take control of their personal data and make sure organisations who collect, use and store our personal data have a clear legal basis to do so and that our data is stored safely and securely. This applies to big organisations and small organisations, including YE student companies

What is Personal Data?

Personal data – is any information relating to an **identified or identifiable person**. By itself the **name** John Smith may not always be **personal data** because there are many individuals with that **name**. However, where the **name** is combined with other information (such as an address, a place of work, or a telephone number) this will usually be sufficient to clearly identify one **individual**. This would count as personal data and the way you use store and protect this data is covered in law by GDPR. You can see that the information you collect from your customers is likely to be personal data. You need to ask, *Can I identify an individual from this data?* The data you can legally collect and store is controlled by GDPR.

What is a Data Breach?

Sometimes you hear in the news about companies that have had a data breach. This usually means that their customers' personal information has been lost, destroyed, altered or accessed accidentally or without permission.

The [Information Commissioner's Office](#) (ICO), will investigate if an individual is concerned about how an organisation is processing their personal data. If an organisation isn't taking

their **data protection responsibilities** seriously the ICO can impose fines of a maximum of €20m or 4% of the company's annual global turnover, whichever is greater! That's a lot of money because it is taken very seriously by the authorities.

What's all this got to do with our YE Student Company?

Many people in all walks of life are involved in the collection, storage and processing of data, information or data about individuals. As a YE student company using YE Market Place you will be collecting personal data from people who buy your products online. **You are responsible for the security of their personal information.**

According to GDPR, personal data must be processed lawfully, fairly and in a transparent manner – you must have legitimate (genuine) grounds for collecting data, tell people what you are using the information for and tell them if you will be sharing their information. This is done for you in the [YE Market Place Privacy Policy](#). This is a notice which tells your customers all they need to know about the personal data collected and how they can take control of their data e.g. be removed from a list of data. YE will take control of all this for as long as the information stays **in** YE Market Place.

This is why **you must not record any of your customers personal information OUTSIDE YE Market Place**. This includes recording any personal data including names, addresses or contact details outside YE Market Place.

Your YE student company must copy the delivery contact details and address directly on to the label /parcel and not record this or any other personal data outside YE Market Place.

Important Ways to Protect Your Customers' Data

- Create a culture in your YE student company that is passionate about protecting customer data.
- Make sure the internet connection you are using is secure. Don't use public Wi-Fi in coffee shops, shopping centres etc to do anything requiring you to process personal information. This is because public Wi-Fi is often unsecure, which means any information you send while connected to these networks can be accessed by fraudsters.
- Make sure all members of the team, responsible for responding to customer orders, are fully aware with the process of copying delivery contacts **directly** onto the label/parcel and **NOT** recording any other personal data outside of YE Market Place.

What should I do if I need help?

If a customer contacts you with a comment, query or concern about their personal data please contact us directly on ye-marketplace@y-e.org.uk and we will help you to address these.

If you are unsure about any aspect of GDPR or need to report a breach (loss of or accidental sharing) of a customer's data please contact us on ye-marketplace@y-e.org.uk