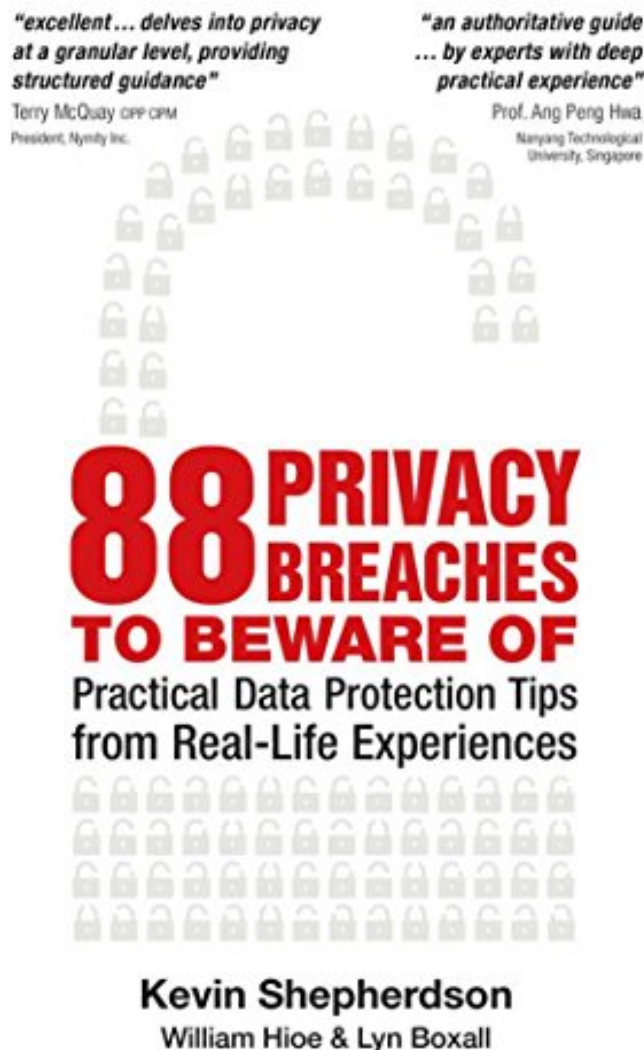


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## 88 Privacy Breaches to Beware of. Practical Data protection tips from real-life experiences

*Kevin Shepherdson, William Hioe, Lyn Boxall*  
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In the European Union, the General Data Protection Regulation (GDPR) — a single law across all of EU — is expected to come into force from 2018. There are also strict laws in the US that govern the processing of personal data. It is also important to note that the Safe Harbour Agreement — which governs how personal data from the US is transferred across to European countries — has been rendered unsafe by the European Court of Justice. ASEAN countries such as Singapore, Malaysia and Philippines already have laws in place, while Hong Kong and Australia have recently amended their laws. Over a hundred countries in the world have a comprehensive data protection law and it is very easy for individuals and companies to breach these laws. Data or privacy breaches are on the rise and businesses can be prosecuted under data protection laws. Fines for non-compliance can be up to 4% of global revenues for EU countries. The focus on this book is operational compliance. The book is for everyone as all of us in the course of our daily work process personal data. Organised into sections, each idea provides practical advice and examples of how a breach of the law may happen. Examples cover HR, Finance, Admin, Marketing, etc, allowing the reader to relate to his or her own area of work

About the Author Kevin Shepherdson is CEO of Straits Interactive, a Data Privacy Specialist in the ASEAN region. He has trained over 10,000 participants and has been involved in more than 100 privacy audits and advisory engagements. He is a Certified Information Privacy Manager (CIPM) and Privacy Technologist (CIPT), the world's only privacy program management qualifications, from the International Association of Privacy Profession, as well as an IAPP Authorized trainer.