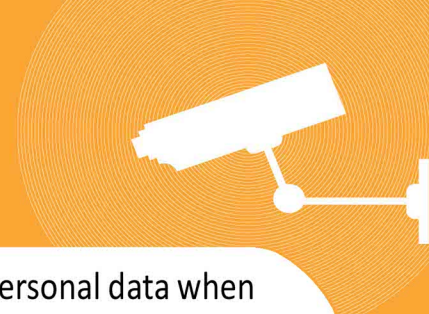


Privacy Shield

Privacy Factsheet



PRIVACY SHIELD is a data protection framework which protects your personal data when it is collected by a US business. America does not have the same data protection laws as Europe, but if a company based in America volunteers to be part of the Privacy Shield it agrees to treat your personal information with data protection safeguards agreed to by the European Union.

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What is the Privacy Shield?

Privacy Shield is the new framework for data sharing between the EU and the USA.

It **replaces** the previous scheme called Safe Harbor.

Safe Harbor was scrapped in 2015 following a legal challenge which said it didn't protect EU citizens from bulk collection of data by the US Intelligence Agencies.

A **data sharing framework** is important because the USA does not have a standard data protection process like there is in Europe.

Privacy Shield imposes Privacy Principles on US companies which are similar to the current data protection laws which are used to keep EU and UK citizen's data secure.

An **annual review** will take place to make sure the safeguards are working properly.

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What data is protected?

Personal information such as your name, address, email, telephone number, date of birth, gender, marital status, credit card and banking information or national insurance number will be covered.

We **regularly** share this information with companies based in the USA when we use social media, make purchases or work for a business whose headquarters are in America.

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How do I know which company uses Privacy Shield?

Companies signed up to Privacy Shield and self verified under Privacy Shield can be found on the US Department of Commerce website <https://www.privacyshield.gov/welcome>

If you **share** personal data with a company not signed up to Privacy Shield your information is not protected by the Privacy Principles.

Companies who are no longer signed up to Privacy Shield are also listed so you can see where your shared data may be vulnerable.

Any company signed up to Privacy Shield must show their privacy policy on their website.

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What about Brexit?

The **protection** will apply to everyone in Europe whether they are a European Union citizen or not.

It is **unclear** if the UK will continue to use Privacy Shield once Brexit is finalised.

To **guarantee** the safe transfer of our personal data with the USA, Privacy Shield or a similar transfer law should be created under Brexit.

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The 8 "Privacy Principles"

There are 8 "Privacy Principles" which any company signed up to Privacy Shield must follow.

- **Your right to be informed:** You must be told what your data will be used for and why, who you can contact if you have any concerns and where you can find the company's privacy policy.
- **Restriction on the use of data for different purposes:** Your data can only be used for the purpose it was originally requested for. You must be given the choice to opt out if the company changes how or why they are using your data. You get to choose if your data is shared with another company.
- **Data minimisation and limits on length of retention:** A company cannot request more personal data from you than they need and the data can only be kept for as long as it is necessary. The data must be accurate, reliable, complete and up to date.
- **Obligation to secure your data:** Data must be kept secure against loss, misuse, unauthorised access, disclosure, alteration or destruction.
- **Obligation to protect shared data:** Your data can be shared with another company only if the reason matches why your data was originally requested and given. If another company takes on your data they must follow the Privacy Shield Principles.
- **Your right to access and correct your data:** You can request access to your data at any time. You are entitled to know what your data is being used for. You can ask the company to correct, change or delete data if it is not accurate, out of date or was processed in a way which didn't match the Privacy Shield rules. You don't have to explain why you want access. The company has to provide your data within a reasonable time frame.
- **Your right to complain and get help:** There are number of organisations you can make a complaint through. Check the Privacy Shield website for more information.
- **Redress in case of access by US public authorities:** Your data can be accessed by US public authorities such as law enforcement or the intelligence agencies if they are investigating criminal or national security concerns. If your data is unlawfully accessed you can seek redress using an independent ombudsman.

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Don't Forget

- Privacy Shield is a self- verification scheme for US business.
- Privacy Shield protects personal information being shared from the EU to the USA.
- US Government access to EU citizen's data will be overseen by an independent ombudsman.
- A company must follow the 8 Privacy Principles.
- Your data is only protected if the company is signed up to Privacy Shield.
- Privacy Shield replaces Safe Harbor.
- The scheme will be reviewed every year.