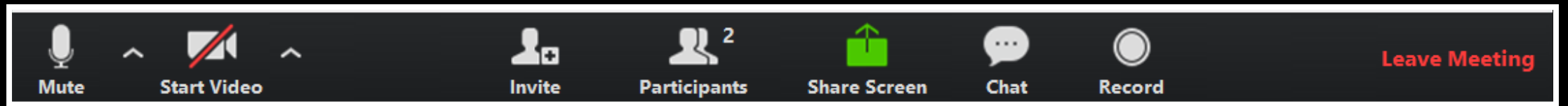


# **MYDATA STRATEGY OF GLOBAL ENTERPRISES**

- **Please write your full name** as your participant name
- You can **ask questions or share your comments via chat**, they will be addressed in the Q&A. During the Q&A, you can also raise your hand and ask for a say.
- The event will be **recorded**
- Sit back and **enjoy!**





Raise your hand



Discuss and comment



Mute yourself during presentations



# AGENDA

## 1. The future of digital data - Fujitsu TS Vision

Pascal Huijbers – CTO Western Europe Fujitsu

## 2. Why Technology Is A Method And Not An Intrinsic Value? Examples Of Finnish Human-Centric Data Cases

Ilona Ylinampa, Head of Information Management, Fujitsu

## 3. Korea gaining momentum and what we are doing

Junseok Kang, Fujitsu Korea Limited

## 4. Exploring MyData concept from a Korean Perspective

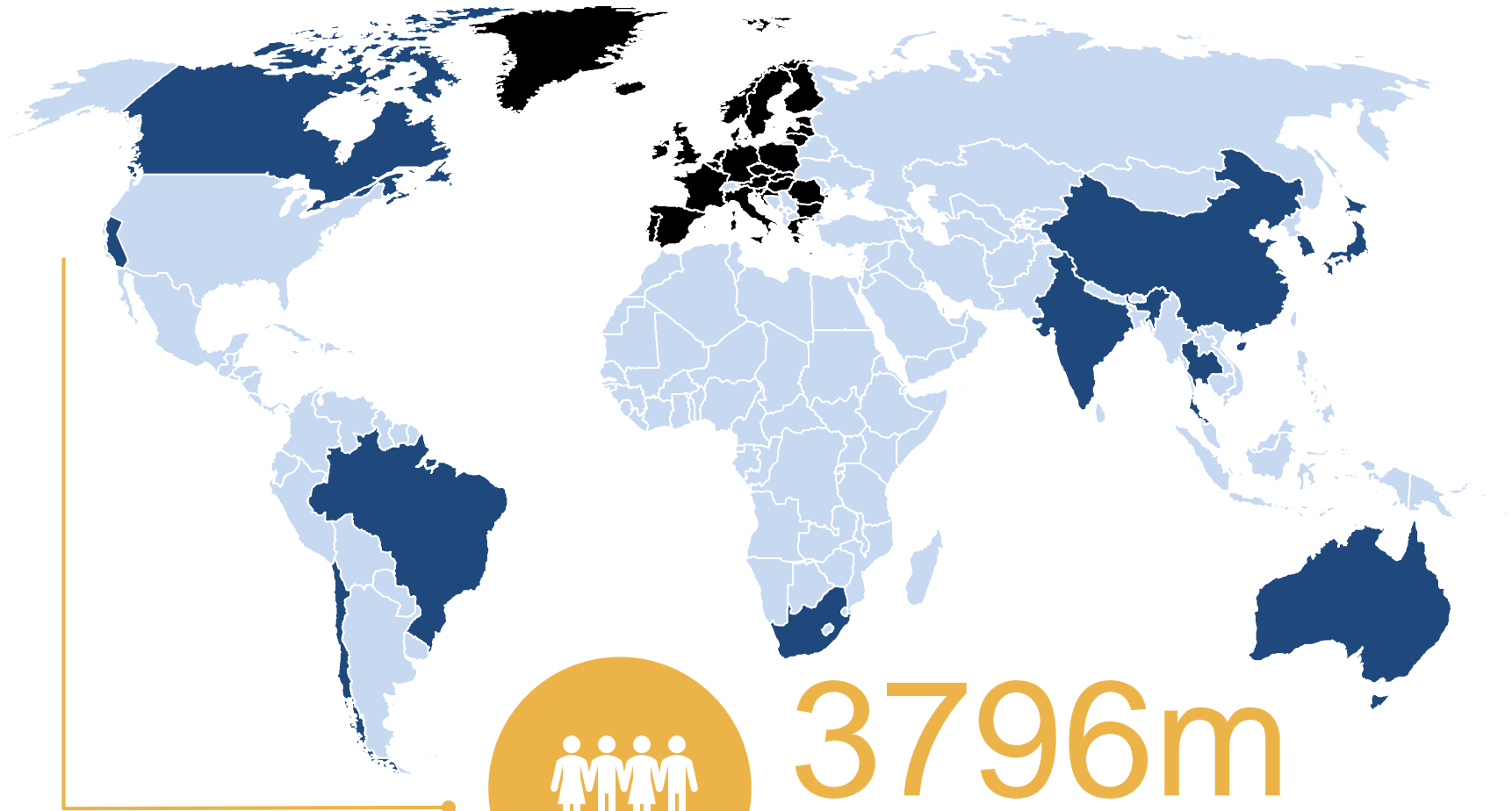
Alex David, Raonsecure

## 5. Consumer Data Rights in Australia

Vincent Jansen, Partner, Innopay

## 6. Discussion / Q&A

# GDPR-like regulation is – or will be soon - in effect for half of world's population



3796m

3,8 billion people live in countries that have “GDPR-like” personal data protection regulation in place already or will soon have



50,5%

Population

GDPR-like regulation in place. “Same, same, but different” rules do apply



59,5%

GDP

California would be fifth largest country in the world when measured by GDP



?%

Data

Difficult to estimate, but guesstimate is huuuuge

# GDPR is in effect in EU countries and Norway, Iceland and Liechtenstein

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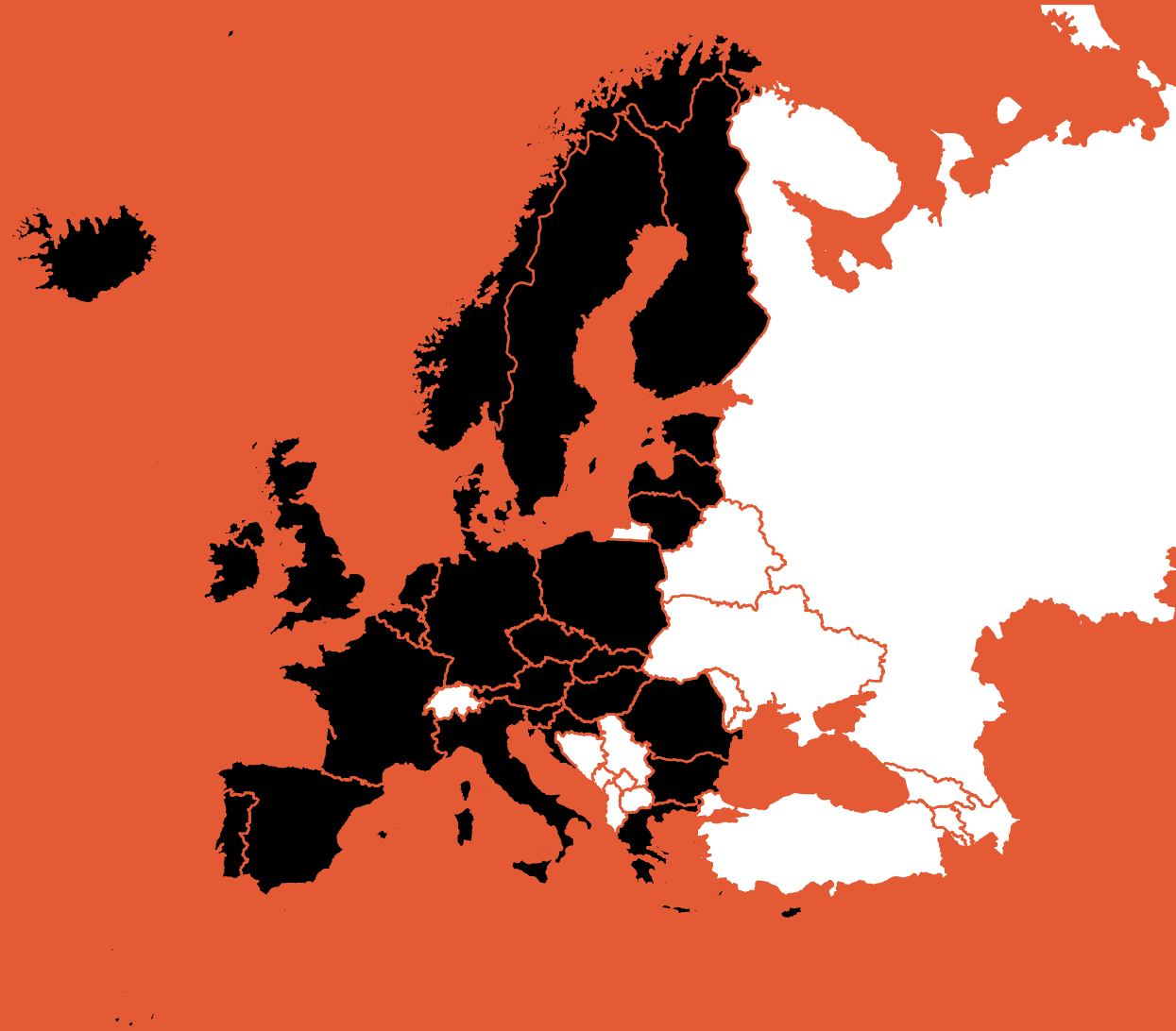


508/747m

Population in 2019

## Europe

GDPR has been effect since 28.5.2018 and is the yardstick other data protection regulations are measured by





# 2925m/4613m

Population in 2019



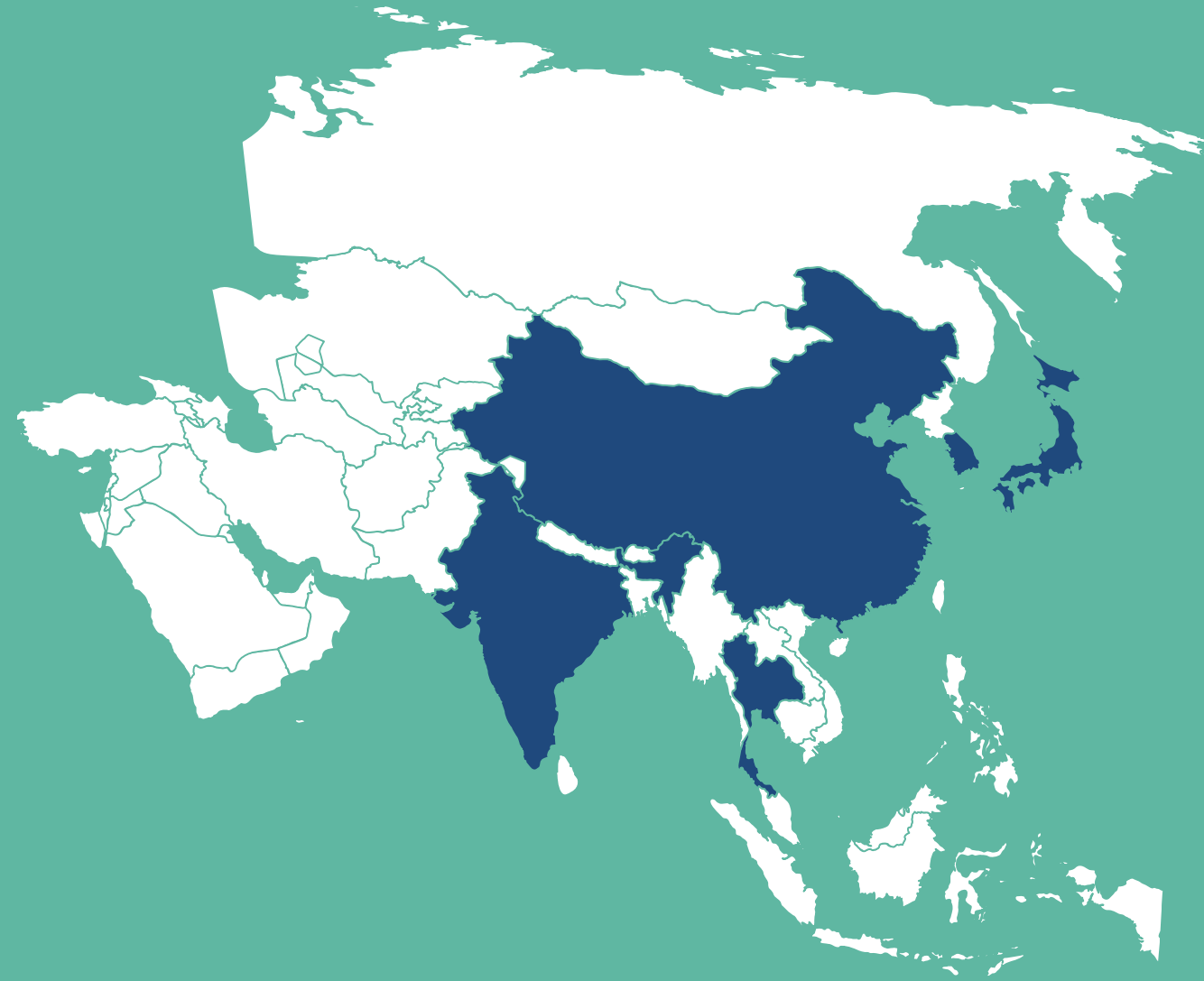
## Asia

Japan – Japan's Act on Protection of Personal Information, 個人情報保護法, was amended in May 2017 and now applies to both foreign and domestic companies that process the data of Japanese citizens. Japan and the European Commission reached an agreement on "reciprocal adequacy" of their respective data protection laws. Japan has created a "white list" of EU companies that exercise sufficient caution when handling personal information, while the EU has created the same for qualifying Japanese companies.

South Korea, privacy standards are on par with GDPR as Personal Information Protection Act, 개인정보 보호법, has been in effect since September of 2011 and from the outset has included many GDPR-like provisions, including requirements for gaining consent, the scope of applicable data, appointment of a Chief Privacy Officer, and limitation and justification of data retention periods.

India's Personal Data Protection Bill (PDPB) was introduced to parliament in December of 2019 and is likely to pass this year. Companies all over India are already beginning to prepare. PDPB is modeled after GDPR although some of its policies aren't laid out as clearly and more discretion is given to India's Central Government to decide how it is enforced and when exceptions can be made. It is similar in terms of requiring consent of data subjects (or in PDPB's case, "data principals"),

China publicly released in October 2020 a draft of its Personal Data Protection Law, PDPL. This draft has garnered more attention across the globe as its extraterritorial applicability is much clearer than that of China's existing Cyber Security Law.





30m/42m  
Population in 2019

## Oceania

**Australia** has had Privacy Amendment (Notifiable Data Breaches) to Australia's Privacy Act in effect since February 2018.

New Zealand - New amendments to Privacy Act are set to come into effect on December 1, 2020. What's similar to GDPR is the requirement to notify authorities and affected parties of data breaches and the introduction of new restrictions to offshore data transfer. Notable differences First, there are no fines on par with GDPR for non-compliance. Second "right to be forgotten" is not included in the Privacy Act either, nor is the right to data portability. Finally, the restrictions on offshore data transfer don't typically apply to cloud servers, which makes a huge difference as most major cloud servers are based outside of New Zealand.





# 58m/1317m

Population in 2019

## Africa

South Africa's Protection of Personal Information Act (POPIA) came into effect on July 1, 2020. In some ways, GDPR is stricter than POPIA while in other situations the opposite is true. For instance, GDPR has certain exemptions for SMEs, such as the requirements for having a dedicated Data Protection Officer and record keeping, while POPIA applies to all companies regardless of size. On the other hand, GDPR has requirements governing the right to be forgotten and data portability, while POPIA does not.





78m/ 367m  
Population in 2019

## North America

Canada – On November 17, 2020 the Canadian government introduced a bill known as the Digital Charter Implementation Act, which would amend its data privacy policies. If implemented, the aims and objectives of the act would align with certain provisions of GDPR

USA – while there is currently no data privacy law applicable to all industries on the federal level, every state in the Union has their own data privacy laws. Strictest among them is the recent California Consumer Privacy Act (CCPA), which has many provisions that overlap with GDPR. Since CCPA's passage, in several other States and on the federal level, lawmakers on both sides of the aisle have introduced a slew of similar data privacy bills and proposals. Whether any of these bills will actually become law still remains to be seen, but it appears that momentum is building. Then there are those in the tech industry who are requesting similar legislation in the US, including Apple CEO Tim Cook.





# 227m/428m


Population in 2019

## South America

Brazil – Brazil's Lei Geral de Proteção de Dados (LGPD) was modeled directly after GDPR and is nearly identical in terms of scope and applicability, but with less harsh financial penalties for non-compliance. Originally, LGPD was supposed to come into effect by February 2020, but after some last minute legislative back and forth, it finally went into effect in September 2020.

Chile - In 2018, Chile's Constitution was amended to include data privacy as a human right. Since then, numerous bills have been introduced to update the country's data privacy law, Ley 19,628, in order to guarantee legal protections that reflect the amendment. As of March 2020, one such data protection bill has reached the final stages before becoming law. In addition to buttressing the data privacy amendment, this bill would also bring data privacy protections in Chile up to a level comparable to GDPR. It includes the creation of a personal data protection agency, as well as regulations regarding the handling, collection, and transfer of personal data.

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INTELLIGENCE


# DATA PROTECTION LAWS OF THE WORLD

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[GDPR OVERVIEW](#)
[GDPR APP](#)
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**FINLAND**

Change country ▼




The General Data Protection Regulation (Regulation (EU) 2016/679) (**GDPR**) is a European Union law which entered into force in 2016 and, following a two-year transition period, became directly applicable law in all Member States of the European Union on May 25, 2018, without requiring implementation by the EU Member States through national law.


A 'Regulation' (unlike the Directive which it replaced) is directly applicable and has consistent effect in all Member States. However, there remain more than 50 areas covered by GDPR where Member States are permitted to legislate differently in their own domestic data protection laws, and there continues to be room for different interpretation and enforcement practices among the Member States.

**Territorial Scope**

Primarily, the application of the GDPR turns on whether an organization is established in the EU. An 'establishment' may take a wide variety of forms, and


**CHILE**

Change country ▼



Personal Data Protection is regulated in different laws.

**Constitution of the Republic of Chile, Art. 19 N° 4**

This law establishes individuals' constitutional right to the respect and protection of public and private life, and the honor of the person and his / her family. Also, due to an amendment in 2018, it includes the protection of personal data. Any person who, as a result of an arbitrary or illegal act or omission, suffers a "privation, disturbance or threat" to this right may file a Constitutional Protective Action.

**Law 19,628/1999 'On the protection of private life'**, commonly referred to as '**Personal Data Protection Law**' (hereinafter, the '**PDPL**')

This law mainly defines and regulates the processing of personal information in public and private databases and thus constitutes the main and most important

**DISCUSSION / Q&A**

The floor is yours!

## More questions and answers

Time for you  
to shine!





# Pre-event: December 14 ~ 18, 2020



Registration

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Registration