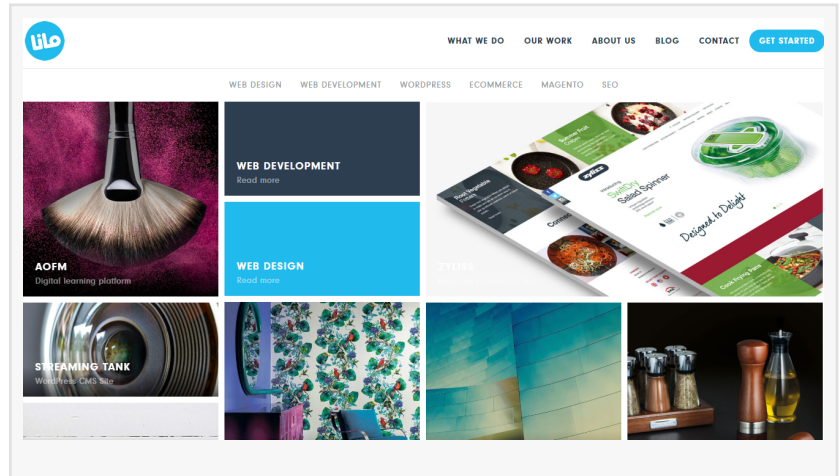


Lilo Prepares Companies for Implementation of General Data Protection Regulations

General Data Protection Regulation (GDPR) goes into effect on May 25, 2018. Are you ready?

LONDON, UNITED KINGDOM, April 26, 2018 /EINPresswire.com/ -- When the General Data Protection Regulation (GDPR) goes into effect on May 25, 2018, it's going to mean major changes for companies that conduct business in the European Union. [Lilo](#) development liaison, Elodie Berland, announced that the Web development and marketing agency is providing [General Data Protection Regulation services](#).



Elodie Berland: “The General Data Protection Regulation goes into effect in May of 2018, Are you ready?”

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The General Data Protection Regulation goes into effect in May of 2018, Are you ready?”
Elodie Berland

Lilo is providing reviews and assessments in multiple areas that include privacy policies and consent forms to determine if additional or clearer information may be required to meet the letter of the law for the GDPR. It also helps companies that will be responsible for ascertaining that the owner of any third-party applications used on their website is in compliance and that consumers have access to their own data.

To ensure current and future compliance, some companies may need to engage the services of a dedicated data protection officer. Lilo professionals are fully aware of the requirements for GDPR compliance and can provide recommendations and solutions that are tailored to meet the needs of each client.

The GDPR represents the first major change in data protection laws in 20 years. The GDPR affects any EU-based company, along with companies in other countries that conduct business within the EU. Compliance is based on 10 criteria and businesses found to be in violation will be fined 2-4 percent of their annual revenues.

One of the primary changes is that individuals will have the right to access, change, and delete their personal data. They also have greater control over how their data is used by companies. Businesses must provide users with easily understandable consent forms and have their permission on file before using their data for marketing or advertising purposes. If users request their data be deleted, the removal must be performed immediately.

The GDPR comes at a particularly important time in light of the Facebook and Google breach. Millions of users had their personal data accessed and used without their knowledge. The problem was further amplified when the agency responsible for the breach didn't delete the information as Facebook requested.

The General Data Protection Regulation services offered by Lilo provide companies with an essential first step to establish compliance with the new GDPR legislation by its implementation date of May 25, 2018. It helps clients maintain ongoing compliance to avoid costly fines and assists in building customer trust in the digital economy.

“Don't get caught out with GDPR, remember that compliance to some simple regulations like instantly removing personal data on request might impact your current reporting systems (depending on how they have been designed) potentially orphaning other data you hold against transaction in your system such as orders or social media interactions. So simply adding a 'delete my data' button may have substantial impact on your systems. It's well worth testing all scenarios to understand the potential impact.” Ben Lynch – Lilo Business Analyst

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This press release can be viewed online at: <http://www.einpresswire.com>

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