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# To do business with Europe

## **Protect Personal Data!**

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### **The new General Data Protection Regulation (GDPR) Factsheet for U.S. Businesses**

The European Union has adopted a new data privacy legislation which creates a higher level of protection for consumers and stronger rules for companies.

**Applies to U.S.  
companies**



offering goods or services in the EU,  
processing personal data from Europe,  
monitoring behavior within the EU.



**Severe  
penalties**

**up to 4%**

of the company's worldwide  
annual revenue or **up to 22 M \$**  
(whichever is higher)

**When?**

**GDPR is applicable as of May**



**2018**

## Key requirements for companies



Get clear consent  
to process data



Use plain  
language



Erase personal  
data when asked



Offer opt out of  
direct marketing



Respect conditions  
for profiling



Use extra safeguards  
for sensitive data



Protect the data when  
transferred to the U.S.



Inform people of  
data breaches



Let people access and  
share their data with  
other companies

## Take action now

Seek legal advice from a European data privacy lawyer

Contact our Foreign Commercial Service expert at the

U.S. Mission to the EU: Isabelle Roccia at: [isabelle.roccia@trade.gov](mailto:isabelle.roccia@trade.gov)

Find your local Export Assistance Center at: [www.export.gov](http://www.export.gov)

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