

# DATA PROTECTION: 8 TIPS FOR START UPS

Starting up a new business can be complex; One area that should be on every “business start-up checklist”, is data protection & GDPR compliance.

Customers are more aware than ever before of their **data protection rights** & they expect **transparency** & **honesty**.

Implementing **good privacy practices** will help **establish your brand** & **build consumer trust**.

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## Know your data & why you are collecting it

Documenting this information will help you build a “single source of truth” for all your data processing activities.

## Data Protection Impact Assessments

It’s advisable to conduct a DPIA, a DPIA will help you assess your compliance with the data protection principles.

## Be Transparent

Data subjects have a ‘right to be informed’ about the collection & use of their personal data. A privacy notice must be easily accessible, clear, concise & use jargon-free language.

## Policies & Processes

Having up-to-date and regularly reviewed policies & procedures will save you valuable time & your reputation!

## Marketing & Capturing Consent

Ensuring you have GDPR-compliant consent & demonstrating it is valid, is an important part of the accountability principle.

## Contracts

Ensure you have contracts in place with your suppliers & processors so all parties understand their obligations, responsibilities & liabilities.

## Security Controls

Consider security monitoring with vulnerability testing & penetration testing & carry out due diligence checks before engaging suppliers.

## Data Protection Expertise

Engaging a data protection officer will help mitigate the risks of playing catch up with your compliance.