

# TIME FOR EMAIL BY DESIGN

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GDPR: an acronym that represents legislative catch-up, here to bring law and order to how companies treat our digital lives. Only, it's an acronym that needs demystifying.

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GDPR. Like the world needed another acronym. And this one relates to data and data protection. Meaning 'Acronyms + Data'... and it could just be a zero-sum game where I've lost you already.

Only, 'Data' got sexy when it went BIG. Suddenly we were reading giant posters from advertisers declaring how smart companies and brands were because they were being smart with 'Big Data'. Big Data was the future. It was information, digital gold, a thing of serious value, that became traded and sliced and diced for insight and understanding and predictive possibility.

The Digital Age led to the (BIG) Data Economy, where all of us are producing data trails all the time, with our every tap and click and send, and where companies are hoovering up our every digital move. And this new world order brings us to the new acronym on the block.

GDPR: an acronym that represents legislative catch-up, here to bring a lot more law and order to the current Wild West that is our digital lives and how companies treat them, track them and empirically ingest them.

Google 'GDPR' and it'll give you a result in 0.38 of a second. It's actually result in the plural. More than 5.45m of them.

Visit [www.eugdpr.org](http://www.eugdpr.org) and the homepage will tell you, "The EU General Data Protection Regulation (GDPR) is the most important change in data privacy regulation in 20 years."

The homepage also has a countdown clock giving you (based on Greenwich Mean) the "TIME UNTIL GDPR ENFORCEMENT", peeling away in days, hours, minutes and seconds. Tick-tock GDPR-enforcement is coming, which leads us to the most immediate and practical question: what does it all really mean? What's the consequence, and what should one do in practical business terms?

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So beyond hefty fines that could be tantamount to 4% of a firm's annual turnover, what do we know about GDPR that can be suitably boiled-down and presented in the clearest terms?

We know that companies need to act on GDPR legislation. We know they'll need to demonstrate due (data) diligence, and a (digital) duty of care. Very simply, we know that companies are going to be held accountable for the safeguarding of personal data they need and collect – and that this 'safe-guarding' relates to the storing, sending, sharing and receiving of information.

It's helpful to think of GDPR as an acronym built on THREE pillars. GDPR is about governance in regard to:

1. 'PERMISSIONING'
2. 'STORING'
3. 'COMMUNICATING'

Recognising these THREE PILLARS removes what - up till now - has been something of a blind-spot for companies. The auto-response to GDPR has thus far been one of, 'Yeah, our compliance guys have how we store data sorted.'

Pour over those 398,444 pieces of GDPR-related content on LinkedIn, and there's little-to-no mention of emailing. And emailing is key. Arguably it's even the biggest piece of the GDPR jigsaw.

GDPR is NOT just regulation relating to how companies store data and how they depersonalise that data so as to protect our identities and information. GDPR is also crucially about the FLOW of information. GDPR-compliance crucially relates to how companies and customers digitally communicate and exchange information.

If you're emailing anything from or to a Gmail or Outlook account, that information is at risk. It's not safe, it could be easily intercepted, and it's not GDPR-compliant.

If you're emailing any client or customer for information, say for a photo ID, copy of a utility bill or bank statement, then webmail (email outside corporate networks) is not secure and not GDPR-compliant.

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Article 4.12 of the GDPR EU paper flags email governance in terms of being resilient to unlawful data breaches relating to data transmission.- For data breaches, think interception and hacking, and therefore the need for encryption.

Articles 24, 25 and 32 all underline the responsibility of the company, of the 'Controller', to have appropriate pre-emptive technology and emailing practices in place. The key over-arching term being 'Data protection by design and by default'.

As part of GDPR-compliance, companies need to ensure they don't overlook 'Pillar 3', namely 'Communicating'/Emailing. GDPR places responsibility squarely on the company, to address how all companies communicate. 'Everyone uses email' will no longer be an acceptable mea culpa, should information leak or be hacked.

Forewarned is forearmed – but the picture gets better still.

The really satisfying news is that the right tech does exist and there is a simple and scalable solution out there.

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## ABOUT US

StayPrivate ensures safe and secure 2-way communication between businesses and external contacts. Our plug-and-play solution is compatible with all email accounts, making it incredibly easy to encrypt emails and share files securely.

With click-and-PIN access, TLS connections, AES-256 encryption and multi-factor authentication, StayPrivate enables companies of any size to send and receive personal data in a GDPR-compliant manner.

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## GET IN TOUCH

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