



Legal

Tech

DATA PRIVACY - THE NEW REALITY

BEFORE GDPR



Create broad terms of service



Ask individuals to sign catch-all consents



Collect as much personal data as possible



Store data as long as desired



Monetize personal data in any way possible

AFTER GDPR



Obtain clear consents and legitimate legal basis



Be clear and transparent about uses for personal data at the point of collection



Only collect personal data specified and actually needed



Only retain data as long as required



Use and monetize personal data in using previously disclosed methods