



## Priority Software and the General Data Protection Regulation (GDPR)

### What is GDPR?

On 25 May 2018, new rules and legislation regarding the collection, storage and processing of personal information with regards to individuals in the EU, the **General Data Protection Regulation (GDPR)**, will come into effect. The GDPR is designed to strengthen and unify data protection.

With respect to organizations and individuals outside of the EU, any company that handles or is responsible for EU residents' personal data, regardless of their global location, is in turn obligated to secure this data in accordance with the GDPR.

According to the regulation, the GDPR provides the following rights\* to individuals over their personal data:

- The right to be informed
- The right of access
- The right of rectification
- The right to erase
- The right to restrict processing
- The right to data portability
- The right to object
- Rights in relation to automated decision-making and profiling

*\*For more information, visit the [Information Commissioners Office \(ICO\)](#)*

### Priority Software's Commitment to GDPR Implementation

We, at Priority Software, are well aware of the importance and the urgency of data protection and privacy. With that, we are also aware of our role and responsibility to customers, business partners, vendors and to our company employees around the globe to provide the tools and processes necessary to administer and support the GDPR.

We recognize that the GDPR will, in turn, help our organization move forward and keep pace with not only stringent industry standards, but also align ourselves with the now high-level protection of our customer, vendor and employee data.

At Priority Software, we take pride in our longstanding tradition of honoring and respecting our user/customer and employee rights to data privacy and protection. To that end, Priority Software is currently undergoing a thorough preparation process to fully comply with the GDPR, with respect to our product development, marketing, sales and distribution.



## How is Priority Preparing for GDPR?

Priority Software fully understands its obligation to help users, partners and employees get ready for GDPR implementation. We have carefully reviewed the GDPR requirements and as such, have put in place an internal team at Priority Software to help oversee and manage our GDPR initiatives, which include, but are not limited to:

- **Personal data** – Define/identify personal data and document this data, including the various data sources, where applicable, as part of the overall GDPR compliance plan.
- **Data visibility** – It is important to maintain stringent rules and regulations for data collection. Priority Software is currently assessing the best possible data collection methods, refining current processes and workflows, so that each complies with the GDPR.
- **Data security** – We are currently making concerted efforts to keep in line with our customers own data security procedures. We are, in turn, tailoring our own internal processes by assessing and applying, now and in the future, various IT standards and procedures that will help broaden our customers' data security.
- **Data transfer** – GDPR gives users the right to either receive all data provided and processed by the controller/organization or transfer said data to another controller. We are therefore working on further enhancing our data export capabilities, so that we will be able to export data on an individual user level, if deemed necessary.

## Priority Software Customer Support through the Transition to GDPR

As is documented here and similarly, publicized worldwide, the GDPR is targeted at companies with EU-based operations, however, it affects all businesses and organizations that provide goods and/or services *to any EU resident*. As a longtime IT software developer and vendor, we, as a company, are making supreme efforts to establish and maintain more rigid standards obtaining consent to collect, control and manage personal data in light of the GDPR.

We suspect that until GDPR requirements are in place on a global scale, questions and concerns will arise as to how to interpret the regulation and its requirements. We understand that meeting these requirements may require tremendous involvement and effort on the part of our customers.

*We invite all Priority Software customers to contact us with any and all questions and concerns regarding GDPR compliance.*

Please contact us at [info@priority-software.com](mailto:info@priority-software.com) and we will promptly reply.