

# Personal Data Step-By-Step

PREPARE YOUR COMPANY FOR THE NEW  
GENERAL DATA PROTECTION REGULATION



## General Data Protection Regulation

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The publication of the new General Data Protection Regulation on 4 May 2016 is the most important event in the last 20 years of personal data protection regulation.

The old rules predated the explosion of the Internet and the arrival of the digital economy we live in today. Inevitably, this means the changes introduced by the Regulation are wide-ranging and will affect all companies that process personal data.

The new legislation makes a number of changes including new maximum fines of EUR 20 million or 4% of the annual turnover of the business group and the substitution notifications to the CNPD by a system under which it is the companies alone that have to decide whether specific data processing is legal or not. The Regulation also introduces the concepts of privacy by design and privacy by default, and establishes an obligation to appoint a data protection officer. Furthermore, there are changes to the rules on obtaining consent and new rights granted to data subjects. Besides the above changes, the Regulation implements the right to portability, creates additional obligations for subcontractors, and establishes additional notification obligations in relation to personal data breaches. The new legislation establishes a 2-year transitional period, which applies as from 25 May 2018.

## What does the service include?

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**PLMJ has launched this new service to help companies adapt to the new data protection regulation and understand and apply the new rules, so they can create and develop a data protection compliance culture.**

The new Regulation represents a huge change because personal data will no longer be a specific concern, but will take on a central role in the organisation of companies and how they work.

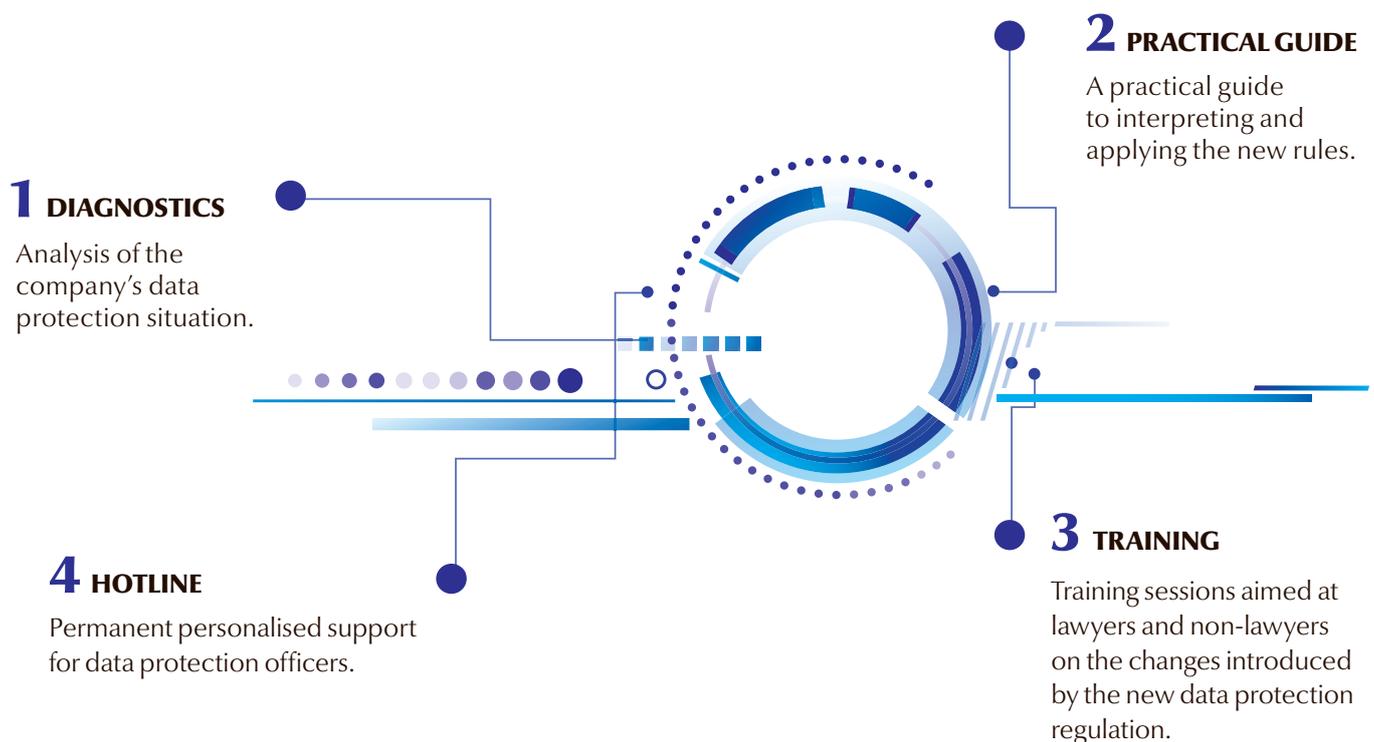
The concept of privacy by design and privacy by default provide that personal data protection must be considered in all processes and departments of a company.

**To prepare companies to adapt to the new data protection regulation, this service includes a number of materials and tools that will help companies comply with the new rules. These include an operational guide, training for lawyers and non-lawyers, and a hotline for data protection officers.**

# How can PLMJ help?

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PLMJ's approach is practical and tailored to its clients' businesses. Its aim is to ease the adaptation process associated with a change of this dimension and contribute to its clients' success with:



*“The team understands what the client is looking for and presents pragmatic solutions and clear recommendations.”*

*Client reference from Chambers and Partners*

# PLMJ

## A trusted partner

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As a benchmark for legal services in Portugal and internationally for almost 50 years, PLMJ stands out for its dedication to its clients, dynamism, capacity for innovation and the quality of services. PLMJ is a highly specialised full-service firm, focused on adding value to its clients' activities. We are also a firm with high ethical standards that is cohesive, socially responsible, specialised and competitive, and our mission is to provide first-class legal services.

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290 LAWYERS

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50 YEARS' EXPERIENCE

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PORTUGUESE AND INTERNATIONAL COVERAGE

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PREMIUM INTERNATIONAL LEGAL SERVICES

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KNOW-HOW & SPECIALISATION

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FOCUS ON THE CLIENT

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24/7 SERVICE

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# Data Protection

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## Protect yourself using the best specialists.

PLMJ has a unique team of lawyers dedicated to the telecommunications, media and information technology sectors (TMT), and this team is perfectly placed to offer an integrated approach characterised by the same quality of services the firm provides to all its clients.

The team has extensive experience in providing legal advice to Portuguese and international companies, operators and investors from the telecommunications, media and information technology sectors. The legal support they provide covers a wide range of areas from regulation of electronic communications, television and media, acquisition and licensing of software, to e-commerce, data protection, supply of hardware, outsourcing of IT systems and electronic signatures.

PLMJ also has a solid track record in providing legal advice on data protection matters. This experience includes:

- Preparing and presenting notifications and requests for authorisation to the Portuguese Data Protection Commission (“CNPD”) and dealing with all administrative steps in these processes;
- Involvement in complex international data transfer projects;
- Carrying out audits to check compliance with the law;
- Litigation relating to decisions of the CNPD;
- Negotiation of contracts (outsourcing, subcontracting, listbroking, and transfer and communication of data).

The law on protection of personal data is very wide-ranging and affects most companies that operate in Portugal across many aspects of their business. Unfortunately, this situation is ignored by a significant number of companies and failure to comply with the law can lead to both administrative and criminal penalties.

## key contact

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### DANIEL REIS

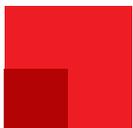
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*“This major Portuguese firm maintains a solid reputation in this sector, with commentators praising its impressive client list and strong case history.”*

*Client reference from Chambers and Partners*



# Awards and Recognitions

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## PORTUGUESE LAW FIRM OF THE YEAR

*Who's Who Legal 2016, 2015, 2011-2006*

*Chambers European Excellence Awards 2014, 2012, 2009, Top Ranked 2017-2015*

## IBERIAN LAW FIRM OF THE YEAR

*The Lawyer European Awards 2015, 2012*

## TOP 50 - MOST INNOVATIVE LAW FIRMS IN CONTINENTAL EUROPE

*Financial Times - Innovative Lawyers Awards 2016-2011*



The lawyers of the data protection team are internationally recognised as leaders in their area of specialisation.



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