



Webinar – May 30, 2018

GDPR and the New Privacy Laws

Agenda

- Introduction
- GDPR and the new privacy laws
 - What is GDPR?
 - How is ClubExpress responding
 - How clubs and associations need to respond
 - How members and non-members need to respond
 - Forget Me requests
- Q & A

Housekeeping

- Phones are muted
- Questions should be entered into the Chat window
 - Please ask questions along the way - no reason to wait to the end
- Recording of this webinar will be available in 48 hours
 - ClubExpress Resources page - Webinars tab
- Is ClubExpress working well for your organization? Are we exceeding your expectations?
 - If so, please post a review of ClubExpress on one of the major software review sites.
 - Visit <http://www.clubexpress.com/reviews> for more information.

What is GDPR?

- General Data Protection Regulations
- Enacted by the European Union
- Went into effect on Friday, May 25th, 2018
- By far the strictest privacy laws anywhere in the world
- Directly affects anyone who **collects, stores, or processes personal data** from EU citizens only, but...
 - Who knows if someone is an EU citizen?
 - Better to be safe than sorry.
- Almost every cloud-based service is treating this as if it affects *everyone*, worldwide. The EU has done us all a huge favor.

User Rights under GDPR - 1

- Users must consent to storing their personal data outside the EU
- Users must consent to the collection and processing of this data
- Users must consent to receiving communications from your organization
 - Required and Official communications; vs.
 - Optional: general notices, reminders, newsletters, etc.
- Users must consent to sharing their data with third parties
 - Required to fulfill official purposes (e.g. credit card processing); vs.
 - Optional: sharing for marketing or commercial purposes

User Rights under GDPR - 2

- Members have the right to login, view and update their data
 - The right to update their privacy settings at any time
 - The right to opt-out from receiving general club announcements
 - The right to be excluded from marketing lists
- Non-members have the same rights, except that they cannot login
- The *Right to be Forgotten* (Deletion)
- The Right to Object to Processing – treated as a Delete request
- The Right to Complain to a local Data Processing Authority (DPA)
- Some of these rights may be limited if the club has a *“legitimate business reason”* to retain or process this information.

Roles

- Data Controller
 - Who controls the data
 - In the case of ClubExpress: you
- Data Processor
 - Who handles the data on behalf of the controller
 - In the case of ClubExpress: us

ClubExpress Approach

- It would be easy for us to protect ourselves and leave it up to each of you to do things on your own
 - But this stuff is HARD!!!
 - Experts and lawyers required to get it right
- So we decided to build the functionality to protect you as well
 - Affects all clubs and associations
 - Affects all members and non-members
- Not negotiable. You have to abide.
- ClubExpress working on a *best-efforts* basis
 - Your club or association is still legally responsible for compliance

Agreements

- Privacy Policy
 - Rewritten
 - Conforms to GDPR requirements
 - Applies to ClubExpress and all customers
 - Cannot be edited or added to
 - Agreement with this policy is a condition of using ClubExpress
- Terms of Use
 - Only minor changes
- Subscription Agreement
 - Changes related to privacy (in process)

Club Rights

- The right to collect, store, and process user data
 - To run the organization
 - To maintain accurate and complete financial records
 - To fulfill legal obligations in accordance with non-profit laws
 - To provide services to members
 - To promote the organization to the community
 - To strengthen and grow the organization
 - To communicate with members and other interested parties
 - Official emails
 - General announcements
 - To advocate for issues that are important to members
 - To share information with vendors who help to run the organization

Club Responsibilities

- Handle personal data in such a way as to protect and secure it
- Configure the Privacy Options dialog
- Appoint a Data Protection Officer
- Educate Administrators and Coordinators on these new privacy rules
- Update members to explain their rights and responsibilities
- Respond to deletion requests
- Data handling when it's exported
 - Be aware of confidentiality and privacy laws – educate your admins!
 - Respond to deletion requests in external copies

Control Panel
People tab
Setup section
Privacy Options

Privacy Options

Agreement from Club Members/Non-Members

Users who share their personal data with your club must agree to store their data in ClubExpress's US-based servers and to receive official emails from your club such as renewal notices and payment confirmations. The question below represents another type of data sharing that they may be asked to agree to. This is optional; if your club does this, users have the right to opt-out.

Does Windy City Morgan Owners Group share or sell member and/or non-member data with third-parties for marketing or fund-raising purposes? For example, do club sponsors have access to member and non-member lists (such as event attendees and donors) for the purposes of marketing products and services to these members and non-members?

☐ Yes ☒ No

Data Protection Officer

It is important for your club to appoint a Data Protection Officer (DPO). This is a board member or senior staff person who is responsible for protecting the confidential data of members and non-members. The DPO also handles inquiries about data security, potential breaches, and requests to be removed or forgotten from the club's records.

Sue Ann Denton [Select Member](#)

Multiple-Person Memberships

If your club has memberships with multiple people (secondary and tertiary members), we need to know how to handle these sub-members when their primary member asks to be forgotten. If you will not have these types of memberships, you can skip this question.

☒ Forget all associated members ☐ Forget the primary only, and just drop the associated members

Save ✓

Cancel ✕

New User Screen
1st Login
End of week
Required

This one
may not
appear

Terms of Use and Privacy

International privacy regulations require that we obtain your explicit consent for the storage and usage of your personal data as listed below. Please read and respond to each of the statements before proceeding. For detailed information, please [click here](#) to see our Privacy Policy.

By clicking "I Agree" below, you certify that you have read the Privacy Policy and agree to allow your personal information to be stored and processed in the USA by ClubExpress on behalf of Windy City Morgan Owners Group; to receive transactional messages (such as payment confirmation notices) sent by ClubExpress on behalf of Windy City Morgan Owners Group; and to share your personal information with third parties to conduct official club business (such as required for credit card processing).

☐ I Agree

You have the option to accept or refuse general purpose emails concerning club business, such as newsletters and event notices.

☐ I Will Accept These Emails
☐ I Do Not Wish To Receive These
Emails

Windy City Morgan Owners Group may share your information with interested third parties for marketing purposes. You can allow or deny this data sharing.

☐ I Allow This Data Sharing
☐ Do Not Share My Personal Data

If you do not agree to these terms, and wish to be removed from the database completely, please send an email to privacy@clubexpress.com. Provide your name and member number (if you know it) and we will cancel your membership process your removal request as quickly as possible.

A Scenario to Consider

- Club says we **do not share** personal data with third parties for marketing purposes
- The question does not appear so users don't answer it
- Club has an annual conference with exhibitors
 - An exhibitor benefit is a list of attendees
- Oops, club **does share** data with third parties for marketing purposes
- Change Privacy Options
 - But no-one has answered this question since it wasn't shown!
- Export will have a "Data Sharing" column: Yes, No, or Undefined

ClubExpress Rights

The right to collect and store data on behalf of our customers

- To provide, maintain, and improve the service
- To manage the performance of the platform
- To perform accounting and billing
- To detect, investigate and prevent fraudulent use of the platform
- To detect, investigate and prevent abuse or illegal activities
- To detect, investigate and block security breaches
- To protect intellectual and physical property rights
- To provide users with a safe online environment
- To manage and resolve legal claims
- To share information with vendors and consultants to help run the platform and our customer organizations

The Right to be Deleted - 1

- Applies to both members and non-members
- Members
 - New option soon on the Profile screen
 - New option soon on the email opt-out page
- Non-Members
 - New option soon on the email opt-out page only
- Subject to club review and approval within 30 days
- If approved, subject to deletion within 90 days from original request
 - We will do it for you

The Right to be Deleted - 2

- In the future, user submits request
 - Expire my membership
 - Delete me “completely” from the database
- Confirmation of Request email to member or non-member
- Email notice to the club’s DPO
- New UI to list requests and their status
 - Accept or Decline (reason must be specified)
 - No action after 30 days = “Accept”
- Decision email to member or non-member
- For now, user emails privacy@clubexpress.com

The Right to be Deleted - 3

- Name changed to “Name Removed”
- Status changed to Dropped
- Delete contact information
 - Addresses and geocodes; phone numbers, email address, website
 - Member and Business Directory info
 - Additional member data answers
- Delete committees, interests
- Delete forum identifying info but not messages, threads
- Anonymize transaction, payment, event registration data
- How to handle secondary/tertiary members
- More TBD (Volunteering? Photos?)

What You Need to Do

- Review the Admin Email sent last week
 - <http://clubexpress.com/adminemail>
- Email your members to expect this new dialog
 - Sample text in the Admin Email – last tab
- Review the updated Privacy Policy
- Update the club-level Privacy Options
 - Think hard about the “sharing for marketing purposes” question
 - Appoint a Data Privacy Officer
- Educate the board, admins, coordinators, staff
- Create internal policies for handling exported and external data

Q & A





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