

# THE EU GENERAL DATA PROTECTION REGULATION: So Much To Do, So Little Time

19<sup>th</sup> September 2017 | 10.00am – 12.00pm | Conference Room, Faculty of Law, UM

## ABSTRACT

The extremely important change in the business regulation in the past three decades will take effect soon. The European Union's General Data Protection Regulation (GDPR), replacing the current Data Protection Directive (DRD), will be in force in May 2018. The GDPR is a game changer - a comprehensive and strict framework that carries heavy financial penalties for its non-compliance. The GDPR has expanded its territorial reach as it applies to data controllers and data processors outside the EU if they offer goods or services (even for free) to, or monitor the behaviour of, the EU data subjects. The new regulation applies to any organisation, whether or not it is based in an EU country, as long as it processes the data of the EU residents. Neither the companies' geographic locations nor their servers is relevant. The immigration departments, airport authorities, airline companies, embassies, banks, universities, etc. are all processing the EU residents' data. More importantly, the GDPR will also be applicable to any organisation that use English or other European languages (on their websites) or if they offer transactions in Euros or other EU based currency or if the companies use cookies to do profiling on their European customers. Under the new law, the businesses can be fined up to €20 million or 4% of their annual global turnover (whichever is greater) for non-compliance. Inevitably, the GDPR will have a far-reaching impact on companies around the globe including Malaysia. Are we ready for that? This presentation will examine some new key elements of the GDPR and comparing them with the current DRD. It will also deliberate on the impacts of the GDPR on the organisations in Malaysia. Finally, the presentation provides some advice and guidance on what needs to be done as time is running out.

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## SEMINAR SPEAKER



Professor Abu Bakar Munir is an internationally renowned scholar, expert and consultant on the ICT Law and Data Protection Law. He is a Professor of Law at the Faculty of Law, University of Malaya, Malaysia and an Associate Fellow of the University of Malaya Malaysian Centre for Regulatory Studies (UMCoRS). He is also the Legal Adviser and Data Protection Consultant to the Straits Interactive Pte. Ltd., Singapore, Senior Adviser to the Schinder Law Firm, Jakarta, a member of the Academic Advisory Council Member of the Asia Pacific Institute for Digital Economy, (APIDE) Tokyo, and member of the Asian Privacy Scholars Network (APSN), Australia. He was appointed the Adviser to the Government of Malaysia and was instrumental in the drafting and passing of the Malaysian Personal Data Protection Act 2010.

He was seconded as the IT Law Adviser and Principal Consultant to the Government of Dubai, UAE where he led an International team of consultants in developing and drafting several IT legislations to facilitate the Dubai Internet City - a multi-billion dollar IT project. He is currently assisting the Government of Indonesia in developing the personal data protection law for the country. He is an author of several books and numerous articles in leading journals including the *Nature*.

For registration, please email your details below to [umcors.events@um.edu.my](mailto:umcors.events@um.edu.my) by 05<sup>th</sup> September 2017

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