



Privacy Shield invalidation: Is your business ready?

PRIVACY SHIELD INVALIDATION

AN IMPACT ON AN ECONOMIC
ACTIVITY ESTIMATED AT

7100
BILLION DOLLARS

Source : U.S. Department of Commerce - July 2020

Since July 16th 2020, the Privacy Shield has been invalidated by the Court of Justice of The European Union.

EU BASED COMPANIES DEALING WITH US BASED COMPANIES ARE AT RISK OF BECOMING NOT COMPLIANT WITH THE GDPR.

As the regulatory framework governing the transfer of personal data across the Atlantic has been invalidated, the question arises as to the behaviour to be adopted.

YOUR CHALLENGES



Do you know your situation regarding the invalidation of the Privacy Shield?



Are you able to understand its impact on your business?



Do you know how to behave to deal with it?

Privacy Shield invalidation: Is your business ready?

Our mission

In a dynamic workshop format, based on our methodology, we guide you through your existing and future business between the US-EU in a realistic manner to overcome the recent Privacy Shield invalidation by Court of Justice of the European Union. Considering your strategy, organisation, operations, IT, compliance, legal, finance

1-DAY WORKSHOP 5 STEPS TO TURN PRIVACY SHIELD INVALIDATION INTO BUSINESS OPPORTUNITIES



YOUR BUSINESS US-EU

Foremost, it is paramount for us to understand your business relations between EU and US, your development model and growth ambitions. We guide you through various angles to have a clear picture of where you stand from operational, technical, personal data, legal,... point of view.



BUSINESS PRIORITIES

Together we identify potential compliance discrepancies, then we rate the most important business use cases in terms of risk and revenue generation (current and future) for your company.



COMPLIANCE CONSTRAINTS MAPPING

We map the identified use cases involving personal data, their operational dependence and the related obligations according to the GDPR.



OPPORTUNITIES FOR ACTION

In order to provide you with pragmatic scenarios to overcome the invalidation of the Privacy Shield by the EU, we assess and take into account your strategic objectives, your business reality, current operational constraints and the contextual analysis of the GDPR.



RECOMMENDED ROADMAP & ACTION PLAN

After evaluating and weighting the possible scenarios, we draw up the roadmap and the best action plans to protect and strengthen your position and income with the EU. This step gathers strategy, organisation, operations, IT, compliance, finance and legal aspects.