
To do business with Europe

Protect Personal Data!

The new General Data Protection Regulation (GDPR) Factsheet for U.S. Businesses

The European Union has adopted a new data privacy legislation which creates a higher level of protection for consumers and stronger rules for companies.

Applies to U.S. companies



offering goods or services in the EU,
processing personal data from Europe,
monitoring behavior within the EU.



Severe penalties

up to 4%
of the company's worldwide
annual revenue or **up to 22 M \$**
(whichever is higher)

When?

GDPR is applicable as of May



2018

Key requirements for companies



Get clear consent
to process data



Use plain
language



Erase personal
data when asked



Offer opt out of
direct marketing



Respect conditions
for profiling



Use extra safeguards
for sensitive data



Protect the data when
transferred to the U.S.



Inform people of
data breaches



Let people access and
share their data with
other companies

Take action now

Seek legal advice from a European data privacy lawyer.

Contact our Foreign Commercial Service expert at the

U.S. Mission to the EU: Isabelle Roccia at: isabelle.roccia@trade.gov

Find your local Export Assistance Center at: www.export.gov

2016.export.gov/europeanunion