

Working with and protecting data

Angelito Sciberras
28 October 2025



The power & value of DATA



“The world’s most valuable resource is no longer oil, but data”

- The Economist, May 2017



Pregnancy and Power of Data



Why the hell are you sending these maternity coupons to my daughter?



Company/Office Data

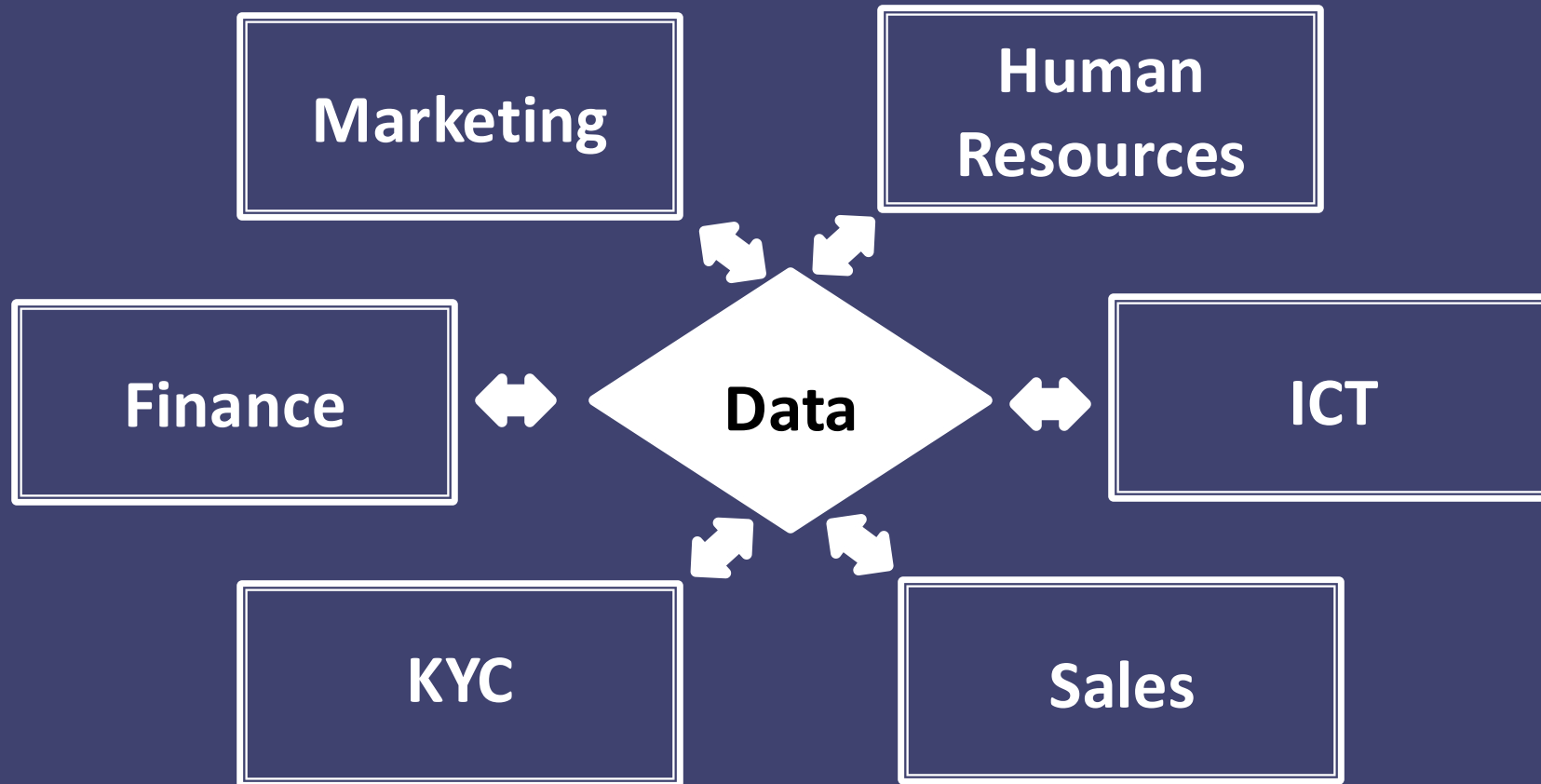
Which typical Departments/Sections within a company/office generate/use/handle data?



60sec



Company/Office Data



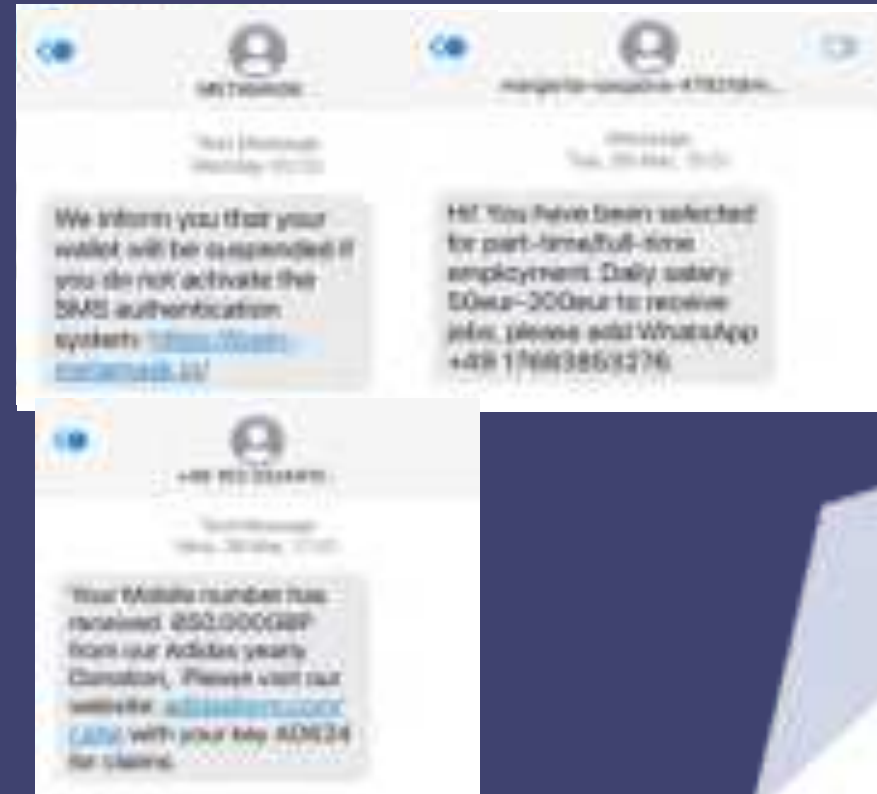
Value of Data

What value does company data have?

- Email addresses
- Mobile numbers

Copies of ID cards?

For what purpose?



The screenshot shows the Global Legit Docs website. The header includes the company logo and navigation links for Home, Passports, Drivers License, ID Cards, Residency Permit, Visa Renewal, Get New Visa, Renewal & Entry, and More. A dark red navigation bar contains links for Home, Passports, Drivers License, ID Cards, Residency Permit, Visa Renewal, Get New Visa, Renewal & Entry, and More. The main content area features a product listing for 'Buy Maltese ID Card' with a price range of '\$300.00 - \$600.00' and a 'Buy Now' button. A sample Maltese ID card is displayed on the left. The footer includes a 'Global Legit Docs' logo and a 'Contact Us' button.



\$300.00 - \$600.00

© 2006 Blackwell Publishing Ltd, *Journal of Internal Medicine* 260: 105–114

Downloaded At: 11:53 11 September 2009



Value of Data



Data vs Personal Data



60sec



Data vs Personal Data

facts and statistics collected together for reference or analysis

vs

any information relating to an identified or identifiable individual



Data



Data

NETFLIX

You have been employed by Netflix...

...your friends ask you, what is Netflix? What does it do?

How would you answer?

45sec



Data

About

Netflix has been a data-driven company since its inception. Our analytic work arms decision-makers around the company with useful metrics, insights, predictions, and analytic tools so that everyone can be stellar in their function. Partnering closely with business teams in product, content, studio, marketing, and business operations, we perform context-rich analyses to provide insight into every aspect of our business, our partners, and of course our members' experience with Netflix.



Personal Data



Personal Data



Personal Data

1

In 2014 a Facebook quiz invited users to find out their personality type

3

About 305,000 people installed the app, but it gathered information on up to 87 million people, according to Facebook

2

The app collected the data of those taking the quiz, but also recorded the public data of their friends

4

It is claimed at least some of the data was sold to Cambridge Analytica (CA) which used it to psychologically profile voters in the US



Personal Data

Directive 95/46/EC



GDPR

What changed at Office Level?



Directive 95/46/EC



Macintosh Performa 6200



IBM Personal Communicator



Kodak DCS 460 Camera



Iomega Zip Drive



Motorola Tango Pager



IBM ThinkPad 701C



DVDs



Sony Handycam DCR-VX1000



GDPR



Office Tools Evolution



Personal Data





*"[Social Media] sell **certainty**"*

*"You have to have **great predictions**"*

*You need a lot of **data**"*

*Profs Shoshana Zuboff
Professor Emeritus. Harvard Business School*







*“If you are not paying for the product, then **you are the product**”*

*Tristan Harris
Former Design Ethicist, Google*



GENERAL DATA PROTECTION REGULATION



*“What must be recognised is that GDPR is an **evolution** in data protection, **not a total revolution**... GDPR is building on foundations already in place for the last 20 years.”*

- Steve Wood - Deputy Commissioner for Policy, ICO

25 August 2017



What is the GDPR?

The intention of GDPR is to provide a **common set of rules across the EU** that can **meet the changing data protection landscape** of today's world and give the **adequate protection to individuals** - known as 'data subjects'.

It repealed Directive 95/46/EC





Why GDPR?



Central Bank served with a reprimand by Information and Data Protection Commissioner

May 21 February 2018 11:42



IT firm C-Planet fined €65,000 over massive voter data breach

Private information of almost 300,000 citizens exposed

IT firm C-Planet fined €65,000 over massive voter data breach

This block contains a snippet of a news article about a data breach at C-Planet. It mentions that the private information of nearly 300,000 citizens was exposed. The headline states that the IT firm was fined €65,000 for the breach.



Ombudsman website is probed over security risk

Attacks could compromise individual's privacy

Attacks could compromise individual's privacy

This block shows the beginning of a news article about a security probe into the Ombudsman's website. The headline is 'Ombudsman website is probed over security risk'. The sub-headline reads: 'Attacks could compromise individual's privacy'.

Hellenic Data Protection Authority fines PWC for reported employee data breach

Attacks could compromise individual's privacy

This block shows a news article headline from the Hellenic Data Protection Authority. The headline is 'Hellenic Data Protection Authority fines PWC for reported employee data breach'. Below the headline, there is a sub-headline: 'Attacks could compromise individual's privacy'.



Do we need to bother with this law ?

Yes.

There are hefty penalties - up to €20 million or 4% of turnover

Various criminal offences for anyone who knowingly or recklessly acquires, discloses or retains personal data without the consent of the data controller (the employer).



How will it affect organisations ?

The law has an impact on all the areas of business.

Needless to say data of employees, clients, service providers, distributors etc., is affected.

Employers process a lot of personal data about employees for different reasons.



Definitions



Processing

Means any operation or set of operations which is performed on personal data or on sets of personal data,

- whether or not by automated means,
- such as collection, recording, organisation, structuring, storage, adaptation or alteration, retrieval, consultation, use, disclosure by transmission, dissemination or otherwise making available, alignment or combination, restriction, erasure or destruction;



Personal Data

- *any information* relating to an identified or identifiable natural person (**‘DATA SUBJECT’**);
- an identifiable natural person is one who can be identified, directly or indirectly, *in particular* by reference to an identifier *such as* a name, an identification number, location data, an online identifier or to one or more factors specific to the physical, physiological, genetic, mental, economic, cultural or social identity of that natural person;



Your turn...

Give some examples of why an office processes personal data of its employees.

60sec



Some examples...

- For payroll
- For benefits
- For insurance
- For background checks
- For training
- For legal reasons
- For disciplinary matters
- For performance reviews



Your turn...

Give some examples of personal data an employer processes.

60sec



Some examples...

- Contact Details
- Financial
- Union Membership
- Health
- CCTV
- Files notes
- Tax Number
- Criminal?



Special Categories of Data

- racial or ethnic origin,
- political opinions,
- religious or philosophical beliefs,
- trade union membership,
- the processing of genetic data, biometric data
- data concerning health
- data concerning a natural person's sex life or sexual orientation



Special Categories of Data

[B] Criminal Convictions & Offences



Data Protection Act (Cap. 440)

The implications in the employment context

Identity Cards

Criminal History

Fines & Penalties

Damages - including Moral Damages



Processing of Special Categories

Only allowed to process in specific situations

1. **Explicit consent** from
2. Data made **public** by data subject - social media
3. **Rights and obligations**
4. Establish, exercise to defend **legal claims**
5. Protect **vital interests** of data subject or another person - only applicable when data subject can't give consent
6. **Assessment** of the person's working capacity



Exercise

Identify (a) personal data, (b) sensitive data and (c) out of scope

- Mr Joseph Borg
- Advisory 21 Ltd.
- info@advisory21.com.mt
- +356 2099 5486
- Police conduct certificate
- High blood pressure

The information/data above is fictitious and is being used for training purposes only



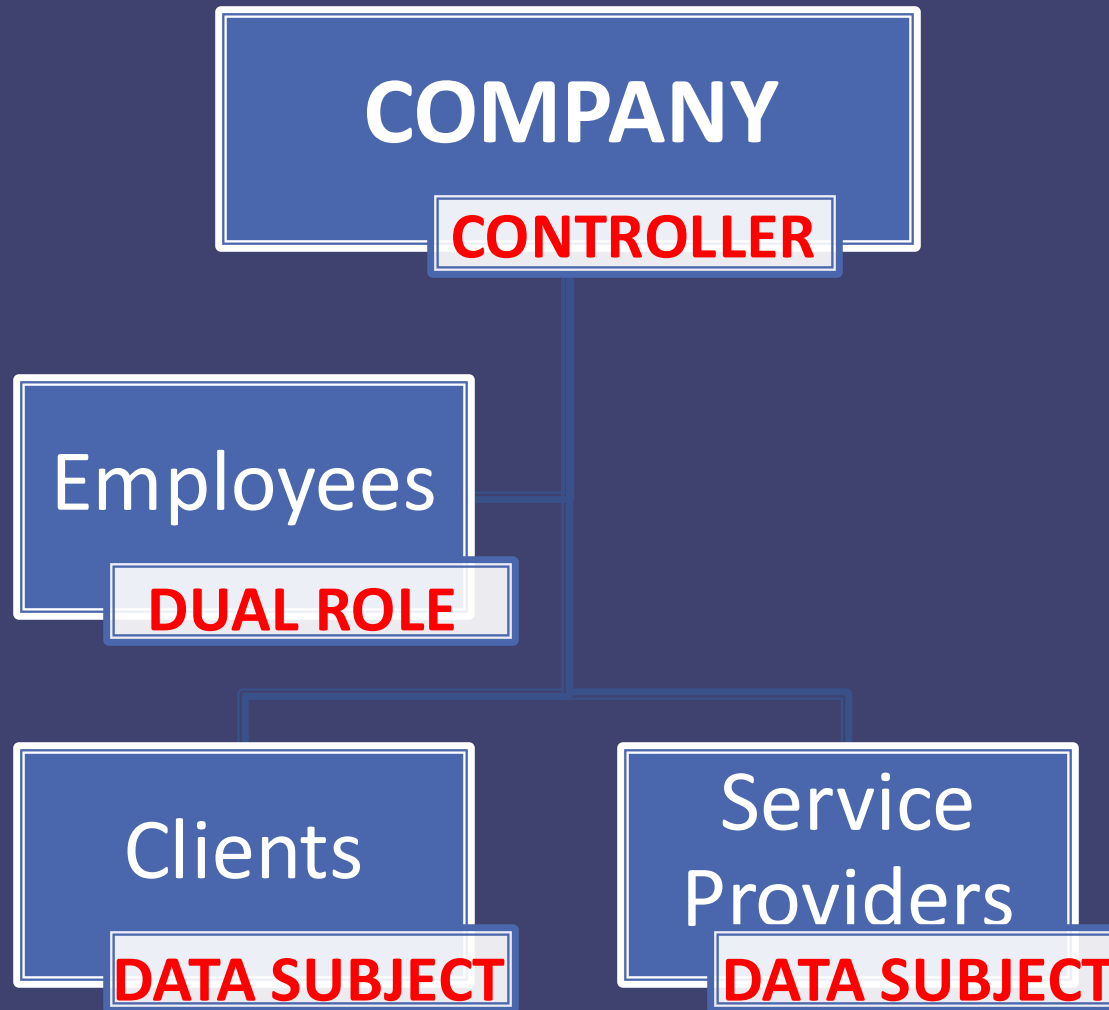
Controller & Processor

‘Controller’ means the natural or legal person, public authority, agency or other body which, alone or jointly with others, determines the purposes and means of the processing of personal data;

‘Processor’ means a natural or legal person, public authority, agency or other body which processes personal data on behalf of the controller (sub-contractor)



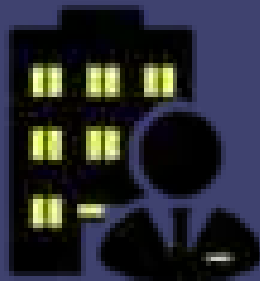
Controller & Processor



Controller & Processor



Employees
(DATA SUBJECTS)

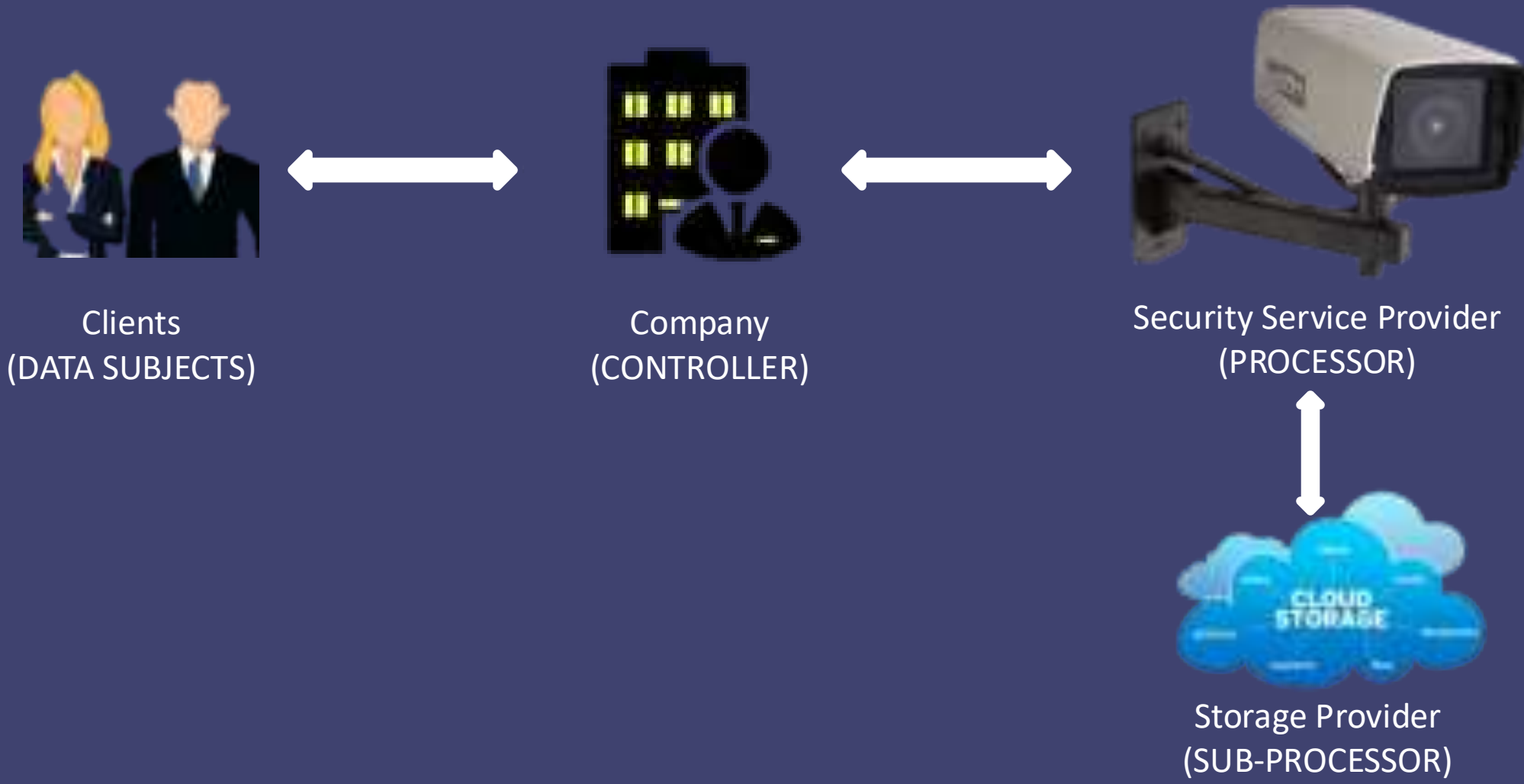


Company
(CONTROLLER)



Payroll Software
(PROCESSOR)

Controller & Processor



Data Processing Agreement

Content

- the subject matter of the processing;
- the duration of the processing;
- the nature and purpose of the processing;
- the type of personal data involved;
- the categories of data subject;
- the controller's obligations and rights.



Data Processing Agreement

- processing only on the controller's documented instructions;
- the duty of confidence;
- appropriate security measures;
- using sub-processors;
- data subjects' rights;
- assisting the controller;
- end-of-contract provisions; and
- audits and inspections.



Principles

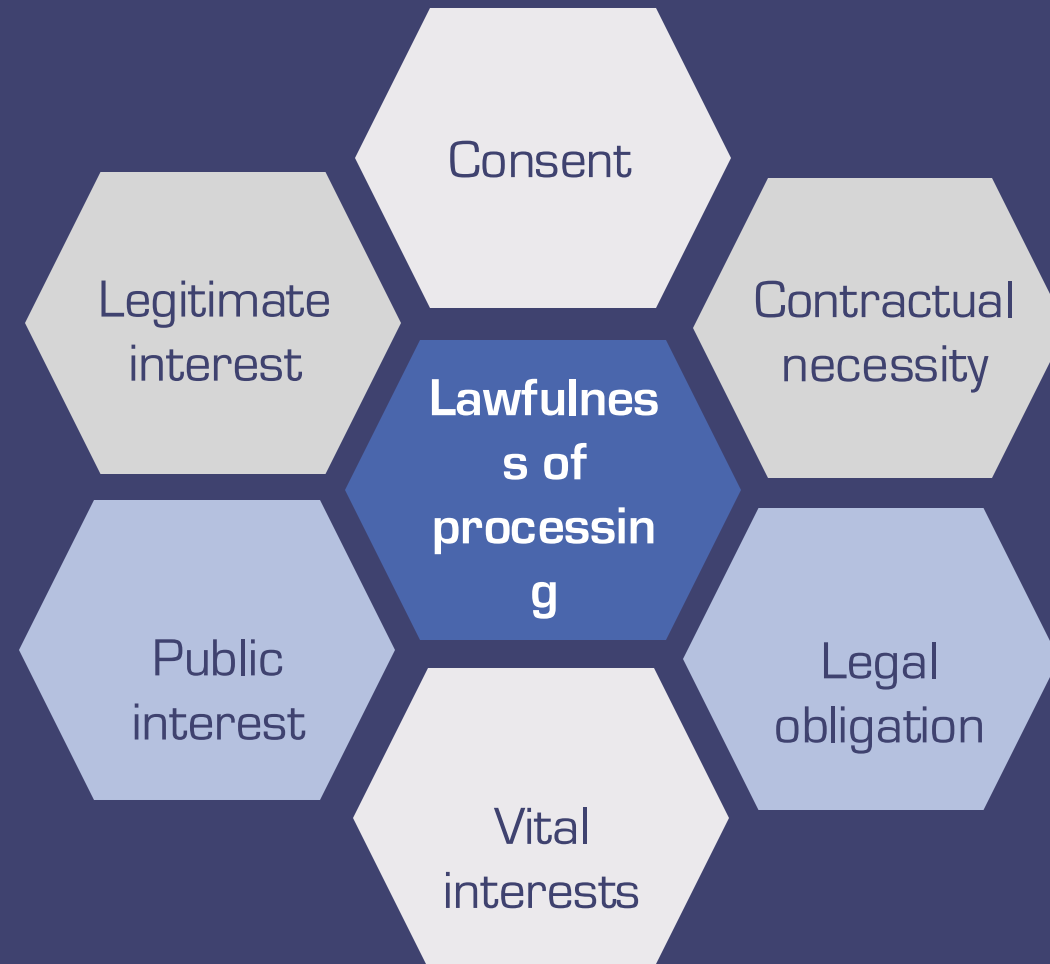
- | 1 | lawful, fair and transparent |
|---|---|
| 2 | specific, explicit and legitimate purpose |
| 3 | adequate, relevant and limited to what is necessary |
| 4 | accurate & up to date |
| 5 | storage limitation |
| 6 | integrity and confidentiality |

Accountable



Legal Grounds

Processing is lawful if based on one of the following legal basis



The problem with Consent

Imbalance of power between employer and employee.

You cannot just insert a clause in the contract of employment - an employee would have not much option but to accept.



The problem with Consent

PWC Business Solutions fined **€150,000**

- i. has unlawfully processed the personal data of its employees contrary to the provisions of Article 5(1)(a) indent (a) of the GDPR since it used an inappropriate legal basis.
- ii. has processed the personal data of its employees in an unfair and non-transparent manner contrary to the provisions of Article 5(1)(a) indent (b) and (c) of the GDPR giving them the false impression that it was processing their data under the legal basis of consent pursuant to Article 6(1)(a) of the GDPR, while in reality it was processing their data under a different legal basis about which the employees had never been informed.
- iii. although it was responsible in its capacity as the controller, it was not able to demonstrate compliance with Article 5(1) of the GDPR, and that it violated the principle of accountability set out in Article 5(2) of the GDPR by transferring the burden of proof of compliance to the data subjects.





1 Right to
information

4 Right to be
forgotten

2 Right of
access

5 Right to
restrict

3 Right to
rectify

7 Right to
object

6 Automated
processing

8 Data
portability



Breaches of security

Can you name examples of data breach incidents except for hacking?



60sec



Breaches of security

- loss or theft of hard copy notes, USB drives, computers or mobile devices
- sending an email with personal data (eg. pay slip) to the wrong person
- a bulk email using 'to' or 'cc', but where 'bcc' (blind carbon-copy) should have been used
- a disgruntled employee copying a list of contacts for their personal use
- a break-in at the office where personnel files are kept in unlocked storage



Breaches of security

Data subject to be informed without undue delay

IDPC to be notified within 72 hours of breach

Clear internal process should be issued so that everyone knows in which situation a breach needs to be notified and who has responsibility to make those decisions.



Complying



How to comply

Step 1 - Raise awareness

Step 2 - Data audit

Step 3 - Reasons that particular data is obtained

Step 4 - Legal basis you will rely on

Step 5 - Review/update employment contracts and policies

Step 6 - Review/update your internal processes

Step 7 - Review/update your external contracts and processes

Step 8 - Data protection compliance responsibility

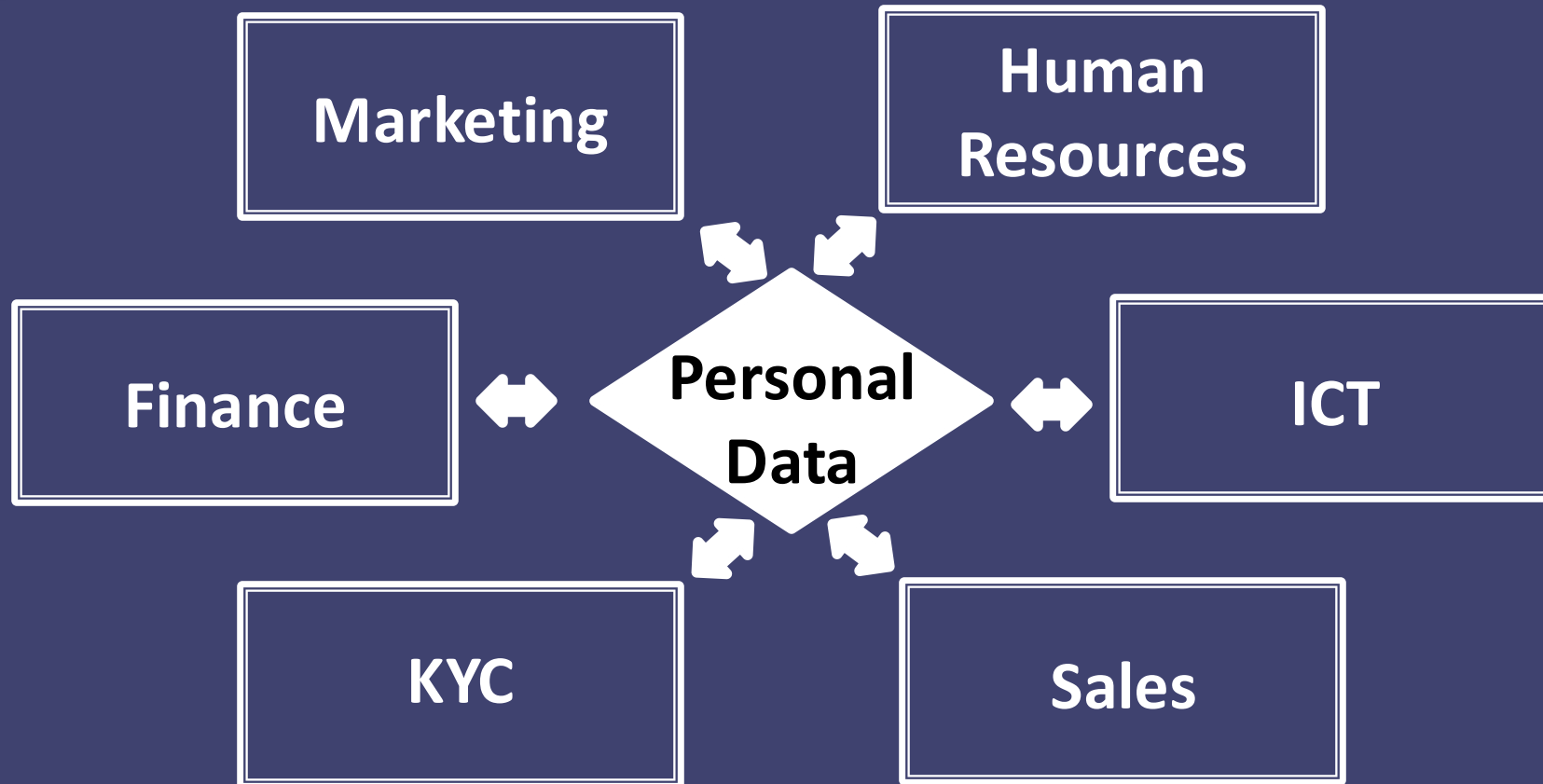
Step 9 - Training

Step 10 - Keep compliant





How to comply



How to comply

Privacy Standard (Data Protection Policy)

GDPR Privacy notice for employees, and contractors

Candidate Privacy Notice

GDPR Privacy notice for Clients

Website Privacy Notice

Data Retention Policy and Guidelines

Data Protection Impact Assessment (DPIA) Template

Data Processing Agreement Template

Data Breach Documents

CCTV Policy

Subject Access Request (SAR) Documents

Bring Your Own Device Policy

Image Consent Forms

IT Systems Policies

IT and Communications System Policy

Disposal of IT Equipment Policy

Email Usage Policy



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