Managing Data and its Implications

Lecture Title: Compliance with Data Privacy Legislation

Lecturer: Angelito Sciberras

Date: 10 June 2026

Undergraduate Diploma

Last Lecture

- Introduction to GDPR
- Data Breaches
- Identity Theft
- GDPR Fines
- 6 Principles of GDPR and Accountability
- Data vs Personal Data
- Special Category of Data
- Definitions of Processing, Pseudonymisation, Controller, Joint Controllers, Processor
- Data Protection Officer

1. Which of the following can be considered personal data? (Select all that apply)

a) Phone number

b) Recipe for chocolate cake

c) Social security number

d) Weather conditions

e) Home address

2. Which of the following can be considered personal data? (Select all that apply)

a) Favourite colour

b) Publicly available news article

c) Passport expiration date

d) Financial market trends

e) Email newsletter

3. Which of the following can be considered personal data? (Select all that apply)

a) Historical landmark coordinates

b) Bank account number

c) Social media post

d) Publicly available court ruling

e) Traffic light sequence

4. Which of the following can be considered personal data? (Select all that apply)

a) Movie review

b) Public transportation schedule

c) Passport number

d) Publicly available song lyrics

e) Social media profile picture

5. Which of the following can be considered personal data? (Select all that apply)

a) Publicly available scientific research abstract

b) Credit card transaction record

c) Clothing size chart

d) Social media direct message

e) Historical facts about a country

Compliance

Compliance vs Non Compliance

Salesforce reasearch: *"State of the Connected Customer"*

Compliance vs Non Compliance

Most organizations are seeing positive returns on their privacy investments.

More than 40% are seeing benefits at least twice that of their privacy spend

Most effected departments in a company?

Most effected departments in a company?

- IT
- Human Resources
- Marketing (Sales)
- Finance

Principles - from lecture 03

Lawfullness

- Consent
- Contract
- Legal Obligation
- Vital Interest
- Public Interest
- Legitimate Interests

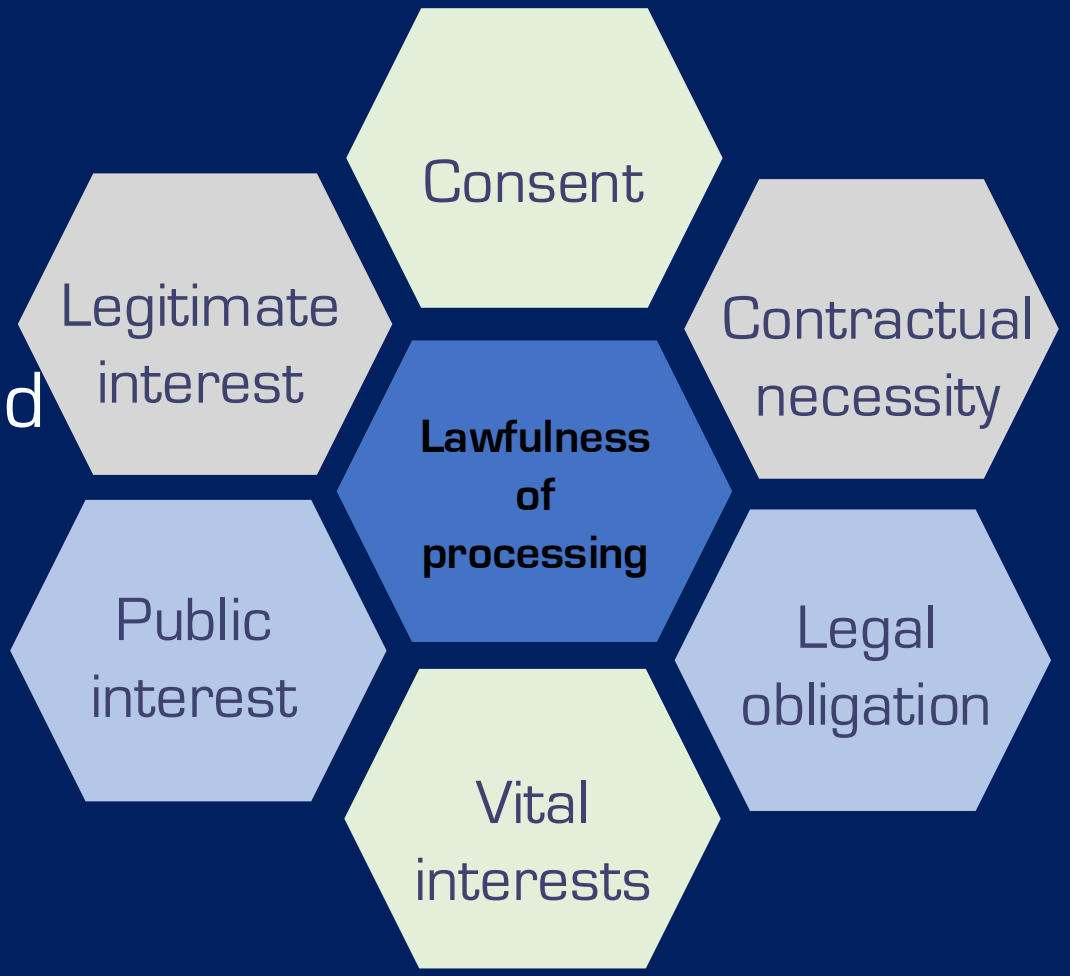
Fairness

- Cannot mislead
- Keep data honest

Transparency

- What is the data
- Why data is needed
- How data is processed
- Not shared with others

Processing is lawful if based on at least one of the following lawful basis

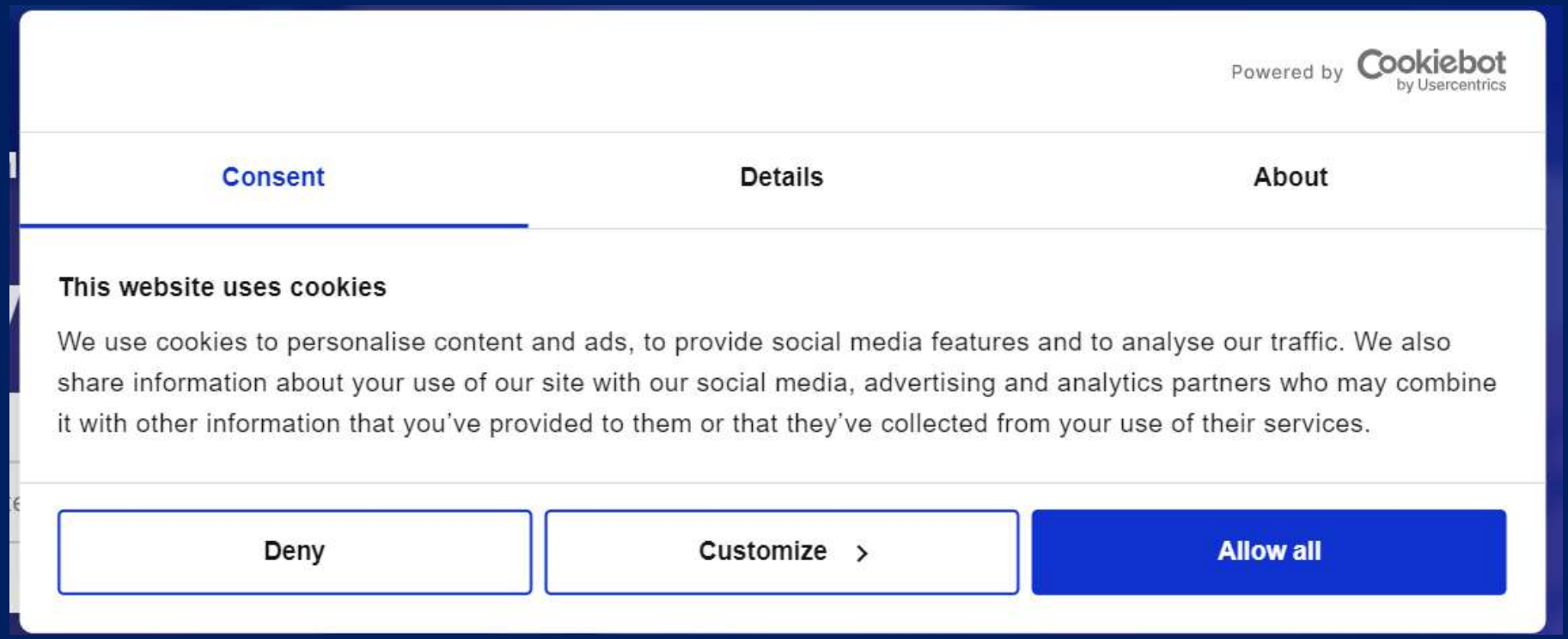


Consent

- The weakest to rely on
- It can be withdrawn at any time
- It has to be explicit
- Obligatory in Marketing
- Cannot be used in HRM

Consent

Cookie Banners



Consent

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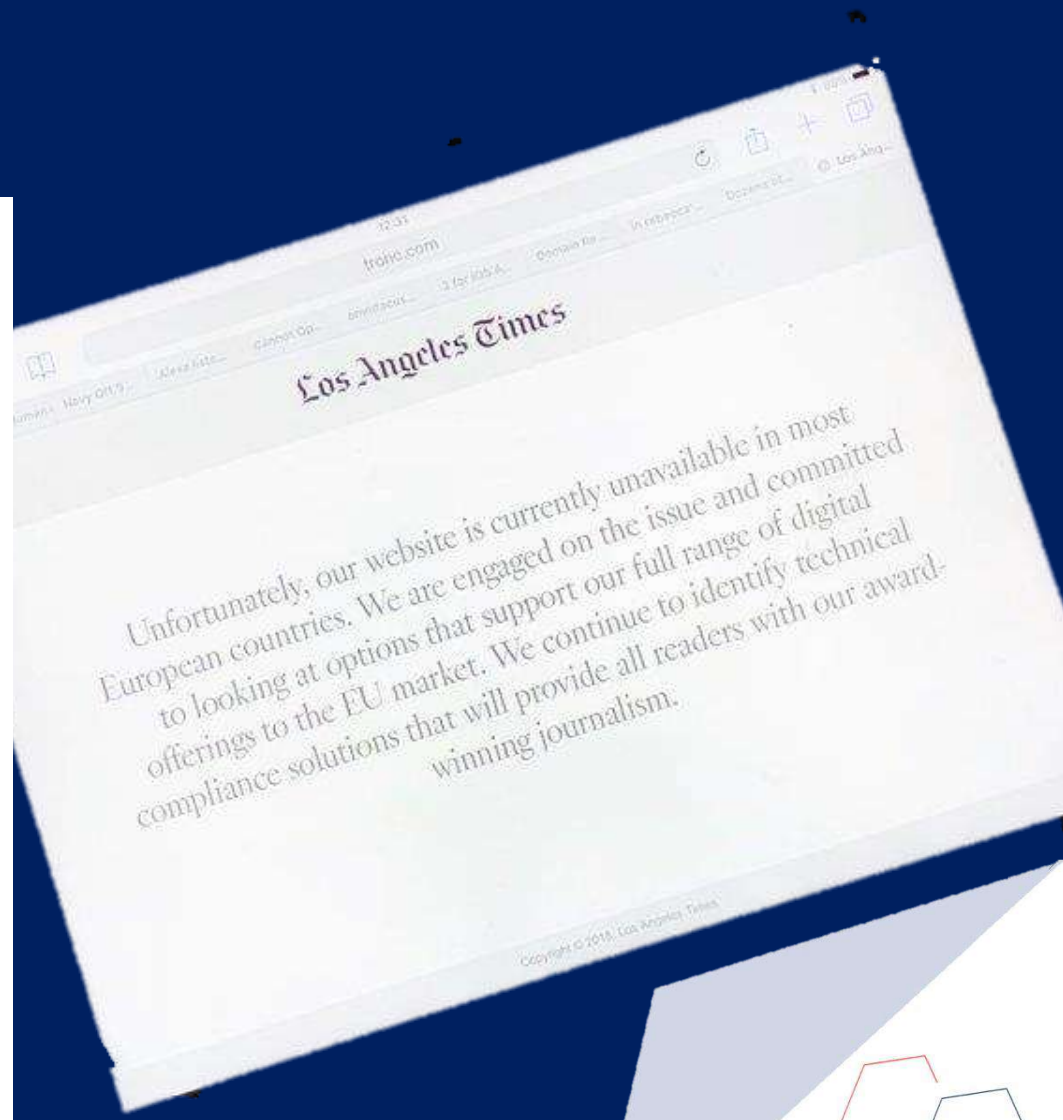

Consent

€390 million
Forced Consent

€27.8 million
No Consent

€150,000
Use of consent in HRM

Consent

Acceptable in HRM only when

Contractual Necessity

- You have a contract with someone and need to process their personal data to comply with your obligations as part of that contract.

- You don’t yet have a contract with someone, but they’ve asked you to do something as an initial step (for example, provide a quote) and you need to process their personal data to do so.

Legal Obligation

- if you need to process personal data to comply with a common law or statutory obligation.

Vital Interest

- It is unlikely to apply except in cases of emergency medical treatment.

- if it’s necessary to process personal data to protect someone’s life.

Public interest

- for the performance of a task carried out in the public interest or in the exercise of official authority
- administration of justice is an example

Legitimate interests

- the most flexible
- burden is on you to determine whether or not your interests in processing the personal data are legitimate
- if you are using an individuals' data in a way that **they would expect or otherwise deem reasonable** - and where the processing has a **minimal impact on their privacy**

Legitimate interests

- Fraud prevention
- Network and information security
- Indicating possible criminal acts or threats to public security

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Data Subjects' Rights

Data Subjects' Rights

1 Right to information

2 Right of access

3 Right to rectify

4 Right to be forgotten

5 Right to restrict

6 Automated processing

7 Right to object

8 Data portability

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Subject Access Requests

The Right to SAR

A fundamental right under the Charter of Fundamental Rights of the European Union (2012/C 326/02)

Article 8(2) of the Charter states that "***everyone has the right of access to data***" which is collected about them.

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