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NEW BOOK

GDPR is about doing more - not less
- with personal data

THE PRACTICAL GUIDE TO SUCCESSFULLY BUILDING
DEEPER DIGITAL TRUST WITH CUSTOMERS, CLIENTS,
SUPPORTERS AND EMPLOYEES WHEN PROCESSING
THEIR PERSONAL DATA



THE GDPR HANDBOOK

A Guide to Implementing the
EU General Data Protection
Regulation

ARDI KOLAH



WHY THIS BOOK MATTERS

Delivers a fresh perspective on the opportunities GDPR can bring to companies and organisations by rebooting their thinking on data protection, privacy and security for the digital age

Explains how to 'join the dots' on business continuity, risk and technology in order to mitigate 'high' or 'very high' risk in processing personal data and reduce this to a residual risk that doesn't cause harm or damage to the individual

The full enforcement of GDPR across all 28 EU Member States arrives in the wake of the on-going investigation into Facebook/Cambridge Analytica that's further shifted user expectations with respect to

transparency, accountability and control over their personal data

Understanding technology and how this can be deployed across the company and organization to help comply with the obligations placed on the shoulders of the data controller and the data processor is covered in detail from a practical, easy-to-understand perspective

Written in colloquial English and without legal or technical jargon, it's one of the most accessible handbooks available, authored by one of the most respected data privacy and GDPR practitioners with experience in Europe, US, Asia and New Zealand market segments.

ABOUT THE AUTHOR

Ardi Kolah holds a post-graduate LLM international law degree from **King's College London** and started his career working as a producer/reporter for network **BBC TV/radio** and was elected to **BAFTA**. He then began to build a career in sales and marketing, being ranked by the **Chartered Institute of Marketing** as one of the 'top 50 gurus in the world on marketing.'

He's now Executive Fellow and Director of the GDPR Programme at **Henley Business School** and founder of training company **Go DPO®**. He's a privacy consultant for a large number of organizations and is an adviser and external examiner for the **British Computer Society** professional qualifications in data protection. He's also founder and Editor-in-Chief of the **Journal of**

Data Protection and Privacy.

In March 2018, he helped **Hitachi Consulting Corp.** become the first global company in the UK to achieve BS10012:2017 Personal Information Management System that sits at the heart of its compliance with the GDPR.

Ardi made the **BAME100 List** in November 2017.

**MEDIA
CONTACT**

For further information, an interview with Ardi Kolah, an extract article or a review copy of *The GDPR Handbook*, please contact:

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GDPR is about doing more - not less - with personal data

THE BIGGEST SHAKE-UP IN DATA PROTECTION, PRIVACY AND SECURITY FOR OVER TWO DECADES

In the global digital landscape, products and services can only be created by companies and organizations that master the knowledge and expertise necessary to unlock the power of personal data for the benefit of customers, clients, supporters, citizens and for society as a whole.

The GDPR reshapes the way all companies and organizations process personal data of 500m customers, clients, supporters and employees within the European Union – the world's largest digital single market.

With the threat of significant sanctions and fines for non-compliance of the GDPR, it's

essential that the senior manager responsible for data protection, privacy and security as well as the new breed of data protection officer (DPO) fully appreciates the organisational and technical requirements of the GDPR.

Ardi Kolah LL.M observes that the GDPR coincides with a major shift in user expectations for how their personal data is processed. By building deeper digital trust, companies and organizations are able to do more – not less – with personal data.

Most of the commentary in the media has focused on the GDPR as being a burden to business. *The GDPR Handbook* explains the opportunities for enhancing

brand reputation and customer engagement in a pragmatic and practical way, based on research carried out at Henley Business School for the executive education GDPR Programme. This turns a threat of compliance into a business-building opportunity that can deliver competitive advantage if we are prepared to shift our thinking.

The GDPR Handbook by Ardi Kolah is published on 3 June (Europe) and 28 June (USA) by **Kogan Page**.

Price: £49.99/\$85.00.

For more information, click [here](#).

EXCLUSIVE ARTICLES, OP EDS AND INTERVIEWS AVAILABLE

Ardi Kolah LL.M is director of the GDPR Programme at Henley Business School (FT Ranking: 3rd in Europe for Executive Education, 2018). He's an experienced data privacy practitioner, broadcaster (BAFTA elected member), author/blogger, consultant and an engaging speaker. He's also the Editor-in-Chief of the *Journal of Data Protection & Privacy*, published globally by Henry Stewart Publications.

He's available for expert comment, interview, or to write guest articles on GDPR topics, including:



— The importance of data ethics and how this will become a new battle ground for brand owners in the wake of GDPR

— Will GDPR end 'surveillance capitalism' as we know it?

— 'Creepy or Cool?' Why companies and organizations need to carefully consider the legal basis for processing personal data

— The new breed of Data Protection Officer (DPO) and where to find them?

— The supply chain and the new responsibilities of the Data Processor under the GDPR?

— Data Protection by Design and by Default as 'GDPR in a box'

— The new Data Protection Act 2018 and its relationship with GDPR