

Summary

Principles of Data Privacy

There are a number of data privacy regulations that must be observed when handling personal data.

The following seven principles will help you ensure that your conduct is correct:



Lawfulness, fairness, transparency

Data must be processed legally – e.g., on the basis of consent. All data subjects must be properly informed of the purpose, scope, and nature of the data processing.



Purpose limitation

Personal data may only be processed for clear, defined, and legitimate purposes.



Data minimisation

Only data that is actually required for the specified purpose may be processed.



Accuracy

Data must be processed in a way that is objectively correct. Data subjects must be able to exercise their right to the correction or deletion of their data at any time.



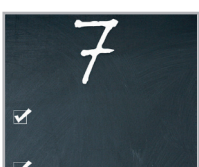
Storage limitation

Personal data may only be stored for as long as is absolutely necessary.



Integrity and confidentiality

Appropriate technical and organizational measures must be taken to protect personal data from accidental or intentional deletion, alteration, transfer, granting of access, or loss.



Accountability

The responsible company is required to provide proof of compliance with the six above-mentioned principles.