

News Release

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Hunton & Williams Releases Guide to the Proposed EU General Data Protection Regulation

Hunton & Williams' EU privacy and cybersecurity practice lawyers recently authored "*The Proposed EU General Data Protection Regulation – A guide for in-house lawyers*," covering the key impacts of the forthcoming changes to EU data protection law. Current EU data protection law is based on Directive 95/46/EC, which was introduced in 1995. An updated and more harmonized data protection law, in the form of a Regulation, has been proposed by the EU's legislative bodies to replace Directive 95/46/EC. The Guide helps in-house lawyers understand the likely impact of the Regulation on businesses. While still under negotiation, the Regulation will significantly change the landscape of EU privacy and data protection in several key areas, including:

- substantial new penalties of up to €100 million, or 2-5% of annual worldwide turnover, whichever is greater;
- increased territorial scope, capturing many businesses that do not have compliance obligations under current EU data protection laws;
- tighter requirements for obtaining valid consent to the processing of personal data;
- new restrictions on profiling and targeted advertising;
- data breach reporting obligations that apply across the board;
- direct legal compliance obligations for "data processors;" and
- extended data protection rights for individuals, including the "right to be forgotten."

It is anticipated that the Regulation will be adopted towards the end of 2015 or in the first half of 2016. However, the Regulation will not come into force until 2017-2018, allowing organizations to adjust their compliance practices in light of the new law.

To receive a copy of the Guide, please visit our EU Data Protection Regulation Tracker, <http://www.huntonregulationtracker.com/>, or our privacy blog at <https://www.huntonprivacyblog.com/>.

Hunton & Williams' global privacy and cybersecurity practice focuses on all aspects of privacy, data protection, cybersecurity, information governance and e-commerce issues for multinational companies across a broad range of industry sectors. In Europe, the practice extends beyond legal advice to integrated consulting on corporate privacy risk management, as well as legislative and strategic policy advice, and business consulting on corporate information policy and legal compliance.

About Hunton & Williams

Hunton & Williams provides legal services to corporations, financial institutions, governments and other entities. Founded in 1901, Hunton & Williams has grown to more than 800 lawyers serving clients in 100 countries from 19 offices around the world. In addition to privacy and cybersecurity, the firm's practice areas include bankruptcy and creditors' rights, commercial litigation, corporate transactions and securities law, and products liability. For additional information visit www.hunton.com and follow us on [Twitter](#), [LinkedIn](#) and [YouTube](#).

Contacts

Bridget Treacy
btreacy@hunton.com

Wim Nauwelaerts
wnauwelaerts@hunton.com

Lisa J. Sotto
lsotto@hunton.com

Aaron P. Simpson
asimpson@hunton.com

Dr. Jörg Hladik
jhladik@hunton.com

Rosemary Jay
rjay@hunton.com

Tim Hickman
hickmant@hunton.com

Anita Bapat
abapat@hunton.com

Claire François
cfrancois@hunton.com

David Dumont
ddumont@hunton.com

James Henderson
jhenderson@hunton.com

Stephanie Johnson
sljohnson@hunton.com

Bojana Bellamy
bbellamy@hunton.com

Markus Heyder
mheyder@hunton.com

Fred H. Cate
fcate@hunton.com

Richard Thomas
rthomas@hunton.com