

The GDPR is a once-in-a-generation opportunity to rethink data protection laws across Europe. For businesses working within the digital industries, it's critical they grasp the intricacies of both the GDPR and ePrivacy.

GENERAL DATA PROTECTION REGULATION

The General Data Protection Regulation (GDPR) became officially operative on May 25, 2018. It represents a significant change to the way personal data is regulated in the EU, replacing an existing legal framework that did not foresee the rapid increase of the use of personal data by businesses that has become commonplace in the last 20 years.

The GDPR is designed to empower EU consumers and enshrine their rights about how their data is used. For digital industries, this takes on heightened importance, because the definition of what is considered personal data has been expanded to include anything that can single out an individual but isn't necessarily overtly personally identifiable. So, while an email address is obviously personal data, the scope also includes pseudonymous identifiers like an IP address or order ID.

We maintain our commitment to protect the privacy of our users and abide by the legislation of all regions we operate in, including compliance with the GDPR.

Taking into account the above, personal data (if any) of our users is processed under the "purposes of legitimate interests" as outlined in GDPR Article 6(1)(f). Such an approach also helps us to fight against fraud and reimburse our contractors and agents. In accordance with the GDPR requirements, we will strive to, at any time, (i) streamline the data handling controls, (ii) specify our relationships with data partners, and (iii) provide the data subjects with an understanding and direct management of the way their personal information is used.