

GDPR Representation In the European Union

September 2018

Sybil Data Services SAS, Paris, France

Personal data protection in the EU

A new regulatory environment

- The **General Data Protection Regulation (GDPR)** was adopted in April 2016 and became enforceable on May 25th 2018.
- The GDPR brings substantial changes to the rules on personal data protection at the European level. It **strengthens European citizens and residents' rights** and **introduces new requirements** for entities processing personal data.
- The GDPR will also **apply to companies not established in the EU.**

Extraterritorial scope of GDPR

GDPR Article 3(2): GDPR applies to **entities not established in the EU** which process personal data of data subjects who are in the EU where their processing activities are related to :

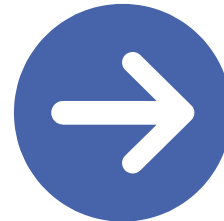


The offering of goods or services to data subjects who are in the EU;

OR



The monitoring of such data subjects as far as their behaviour takes place within the EU.

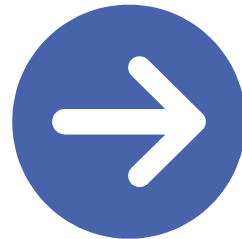


Obligation to designate a representative in the European Union
GDPR, Art 27

Risks of non compliance

Penalties and reputational risk

- Failure to appoint a representative where required constitutes an **infringement of the GDPR**.
- For any infringement of the GDPR, **penalties, including administrative fines** may be imposed in addition to, or instead of **appropriate measures** imposed by the supervisory authorities. (Recital 148 GDPR)



Infringement of Article 27 GDPR shall be subject to **administrative fines up to 10 000 000 EUR** or up to **2% of the total worldwide annual turnover**
GDPR, Art 83(4)a

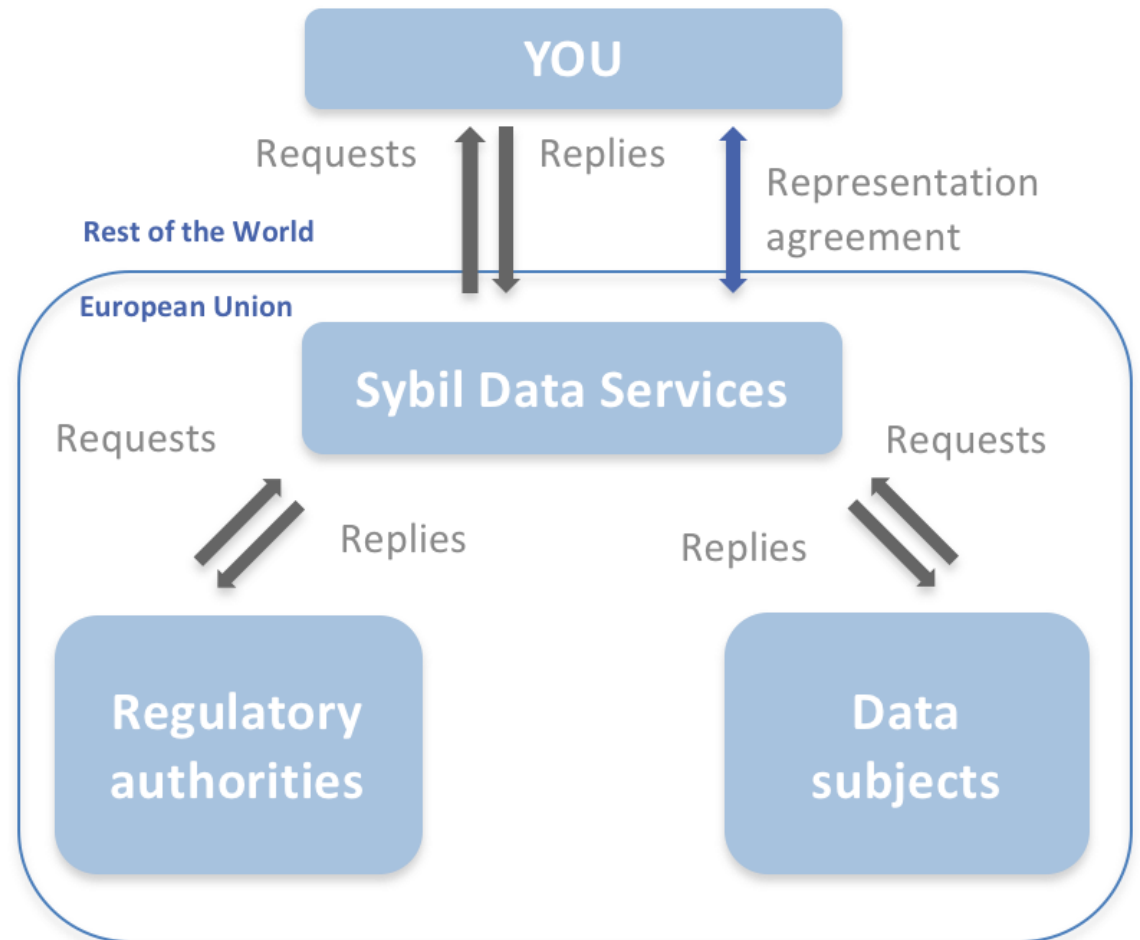


Reputational risk: be labelled as 'non-compliant' and **lose the confidence** of EU-based clients and business partners

Sybil is your GDPR Representative in the EU

Our representation offer

- We act as a **contact point in the EU**: we receive claims and requests from third parties on issues related to your processing activities.
- We serve as an **interface** between you and third parties in the EU: we transmit to you all the above-mentioned claims and requests and, when applicable, we make your records of processing activities available to supervisory authorities.
- We closely **monitor** regulatory changes in the area of personal data protection.



Why choose Sybil Data Services?

Strong expertise, availability, responsiveness and efficiency

- Sybil provides a **simple and user-friendly onboarding process**.
- At Sybil, we work hand in hand with **lawyers and data privacy experts** to monitor regulatory changes that may impact your activity or business.
- We are a **fully independent firm** with no conflict of interests, wholly owned by management.
- Our management enjoys a **solid reputation and experience** of legal representation and compliance activities.
- Sybil is a member of the **European Association for Representatives of Data Controllers and Processors (EARDPC)**.

Our team

Solid reputation and experience

- **Isabelle Wekstein, Partner:** Isabelle is the managing partner of WAN Avocats, a French law firm with strong expertise in intellectual property law and data protection. Isabelle is the French representative for the World IT Lawyers, an established global alliance of IP-IT specialised firms.
- **Yves Hervieu-Cause, Partner:** Yves is the managing director of Hugo Fund Services, a legal representative for foreign funds targueting qualified investors in Switzerland. Yves graduated from University of Geneva law school, Graduate Institute of International Studies, Geneva and New York University law school.
- **Anatole de Chantérac, Partner:** Anatole is a legal counsel with expertise in intellectual property and data protection. He graduated from University of Nanterre (Paris X), University of Pantheon Assas (Paris II) and studied at the London School of Economics.
- **Jonathan Deslandes, Business Developer:** Jonathan holds a Masters in public policies from Sciences Po Paris. Before joining Sybil Data Services, he worked as a foresight analyst specialised in data privacy and ethical issues in the insurance industry.
- **Emmanuel Vernet, Operations Manager:** Emmanuel holds a dual degree in Business Administration from Neoma Business School and North Carolina State University at Raleigh with a concentration in Supply Chain Management. He previously worked as a business developer and strategist in web development and e-commerce.

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