

GENERAL DATA PROTECTION REGULATION

To protect the human rights and freedoms of EU citizens.
Every citizen has the right to lawful, fair and transparent
processing of their personal data (PII/PHI).

OPPORTUNITIES

- To strengthen privacy management in e-Health.
- To harmonise data protection rules across the EU.



MAIN POINTS

- The data controller determines the purposes for which and how personal data is processed.
- The data processor processes personal data only on behalf of the controller.
- Context helps determine the sensitivity of the data.
- Local legislation, pharmacy and health data laws may be more restrictive than GDPR.

PENALTIES

- Fines of up to 4 % of annual worldwide turnover or €20M whichever is higher.

