

BUILDING TRUST



TriFinance
BEYOND ADVISORY

GDPR - Taming the beast

Agenda

1

GDPR:
What is it
about?

2

Potential
area's of
risk under
GDPR

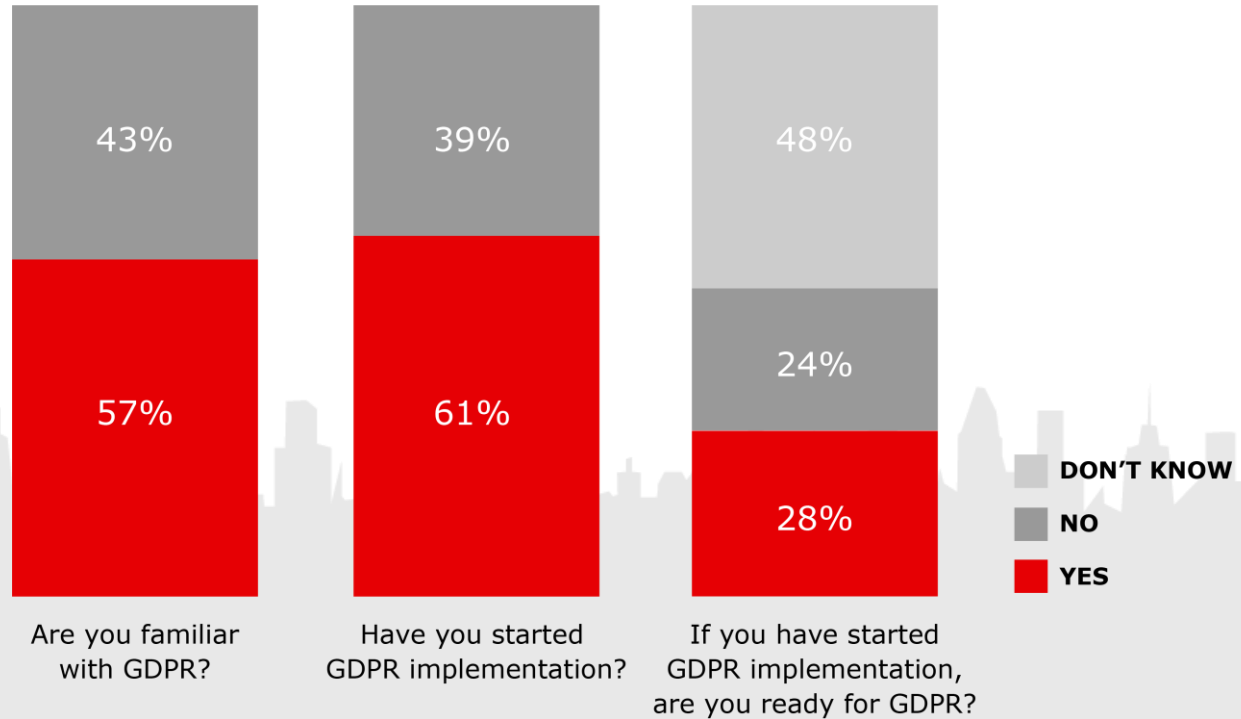
3

Our
pragmatic
approach

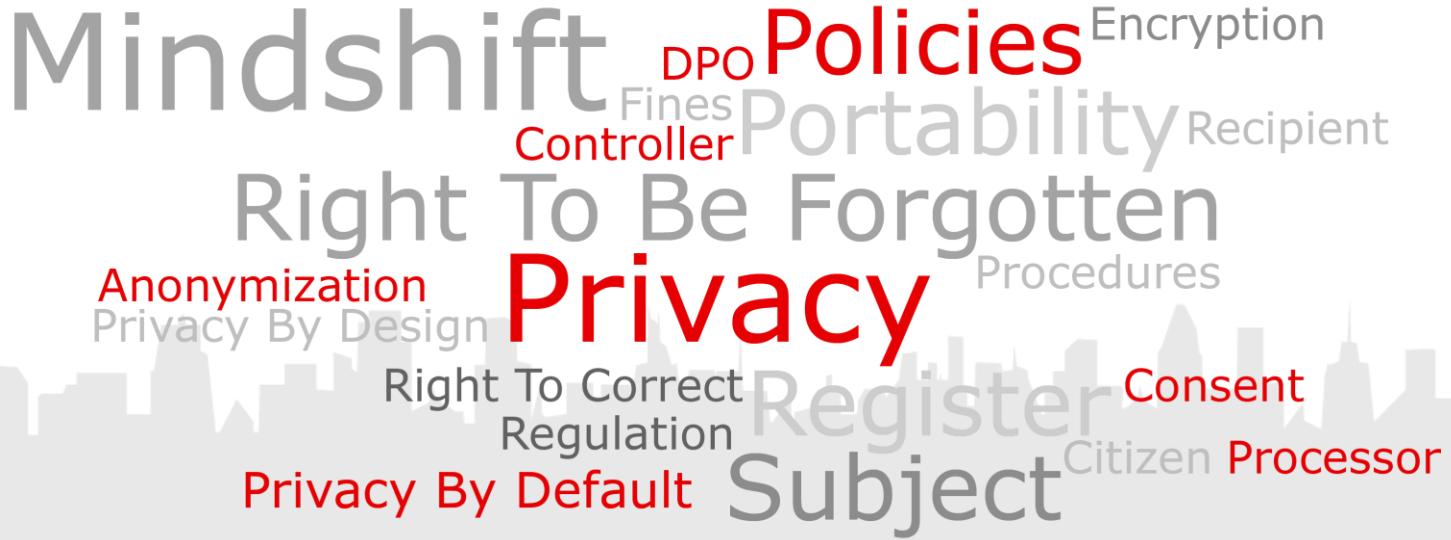
4

Q&A

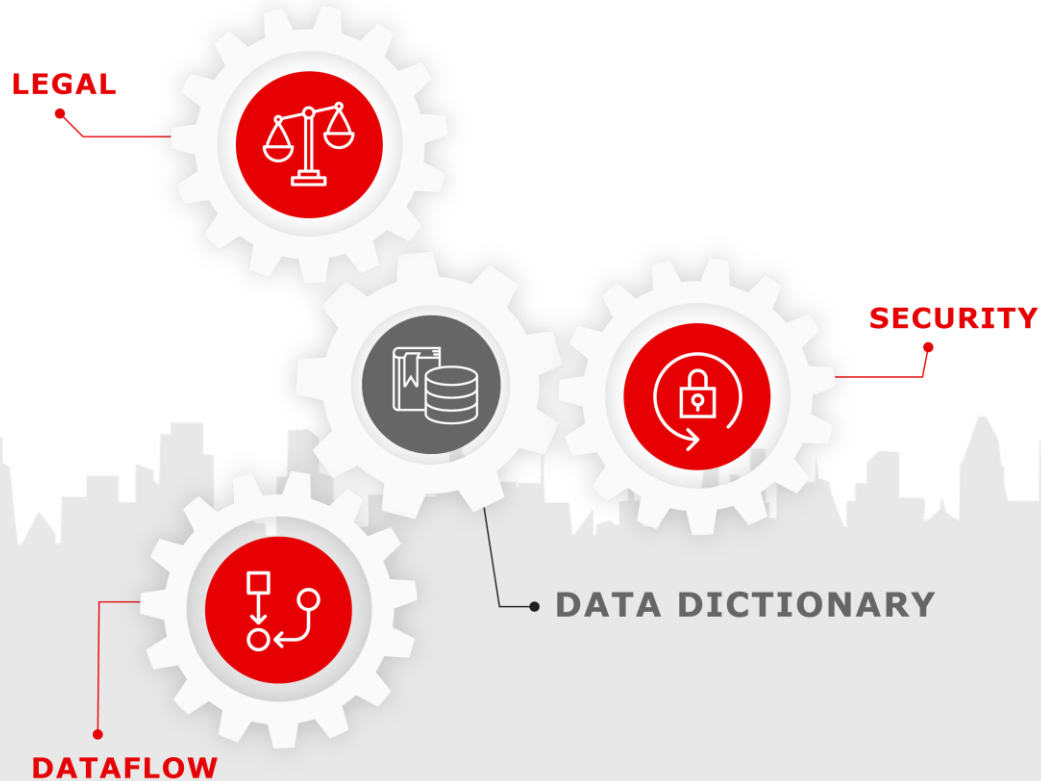
Some survey results



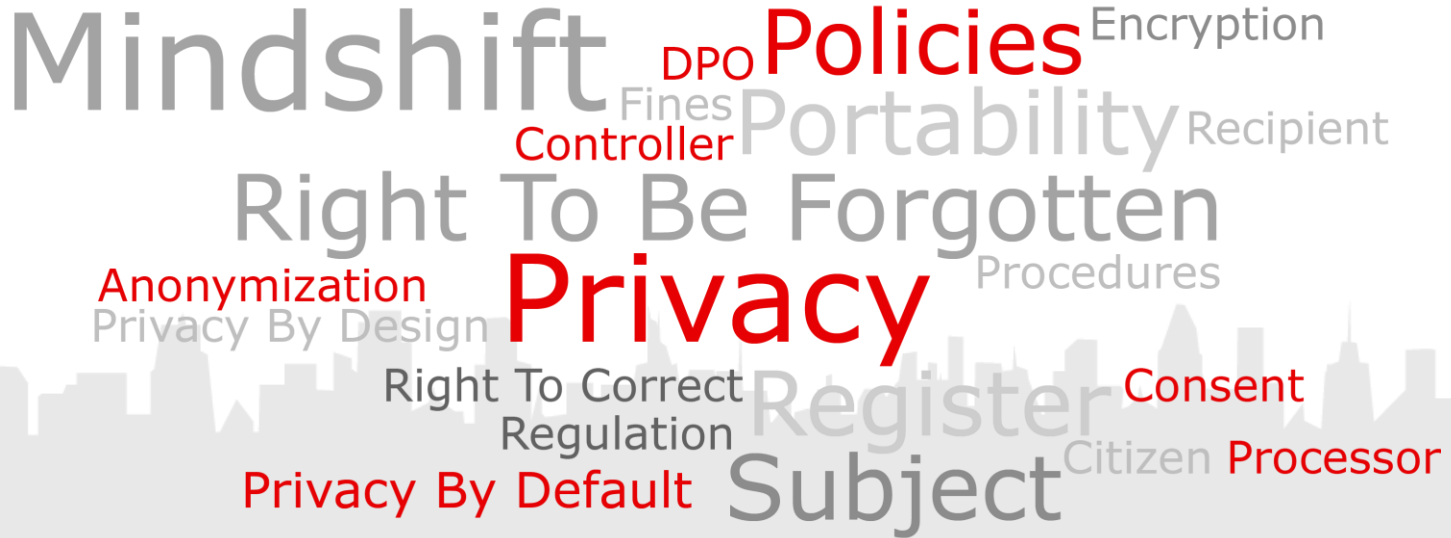
The GDPR word cloud



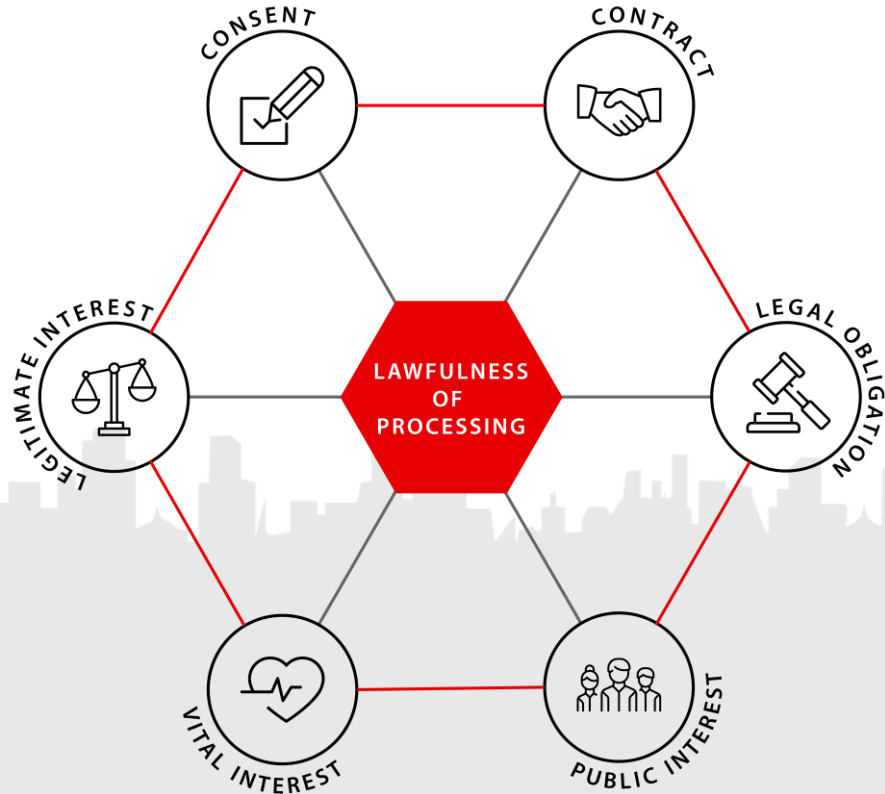
GDPR: what is it about?



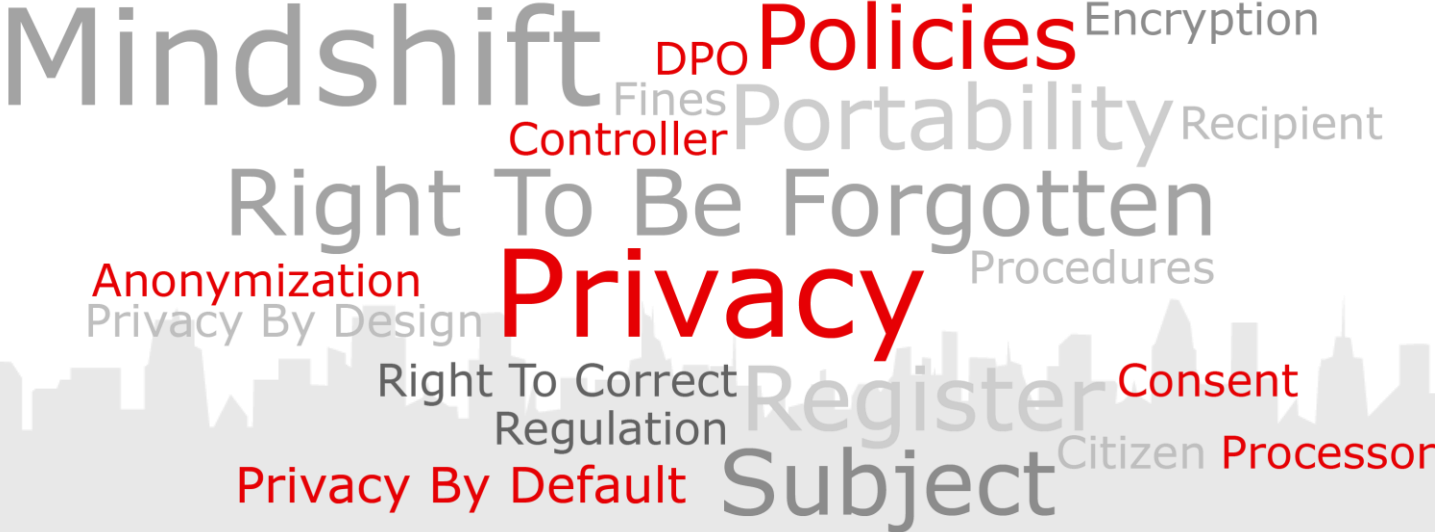
The GDPR word cloud



Lawfulness of processing



The GDPR word cloud



Potential Areas of risk related to GDPR

SALES

Sales notes
Sales leads
Cold calling

...

CREDIT MGMT

Inflow data
Profiling
Online data sources

...

HR

Intake
Review
Expenses

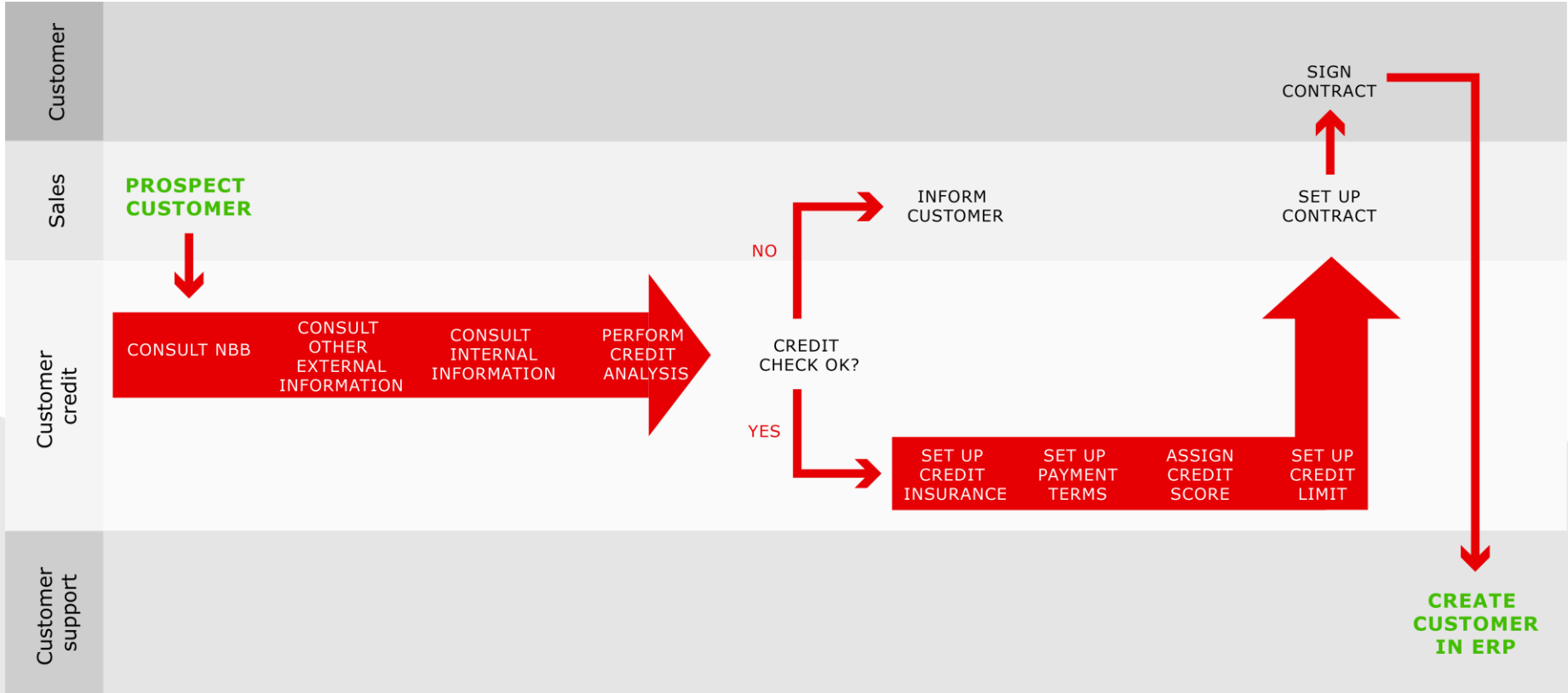
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MARKETING

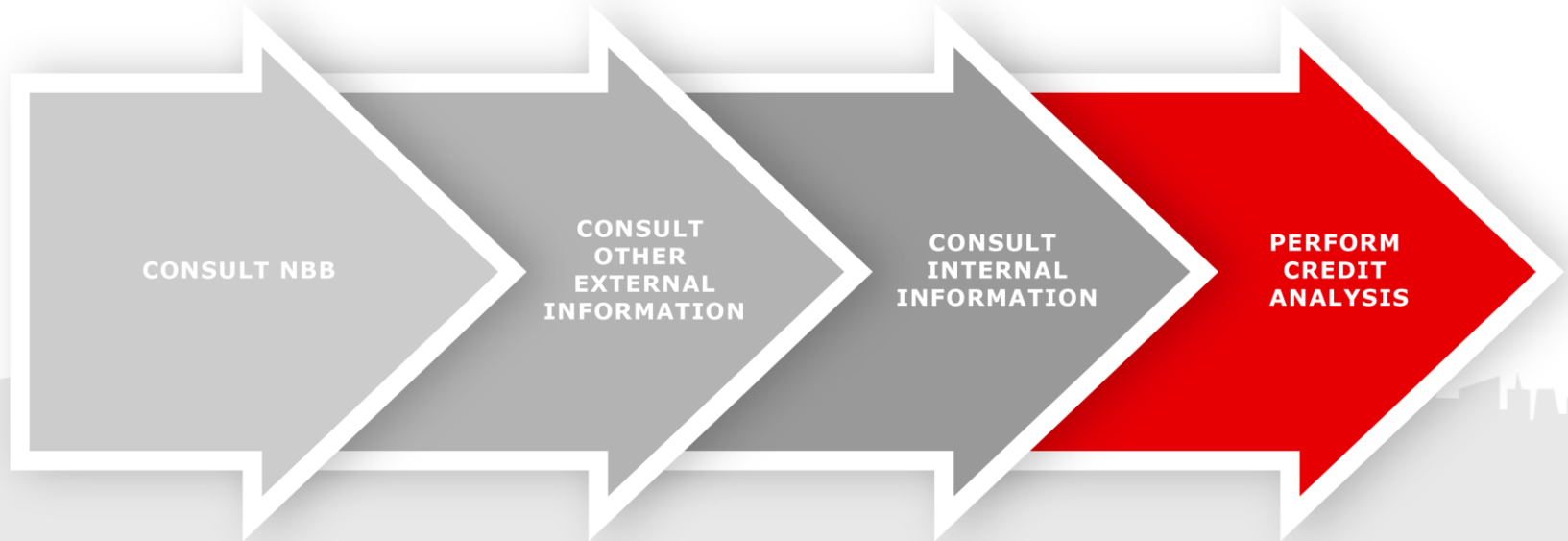
Mailings
Website tracking
Profiling

...

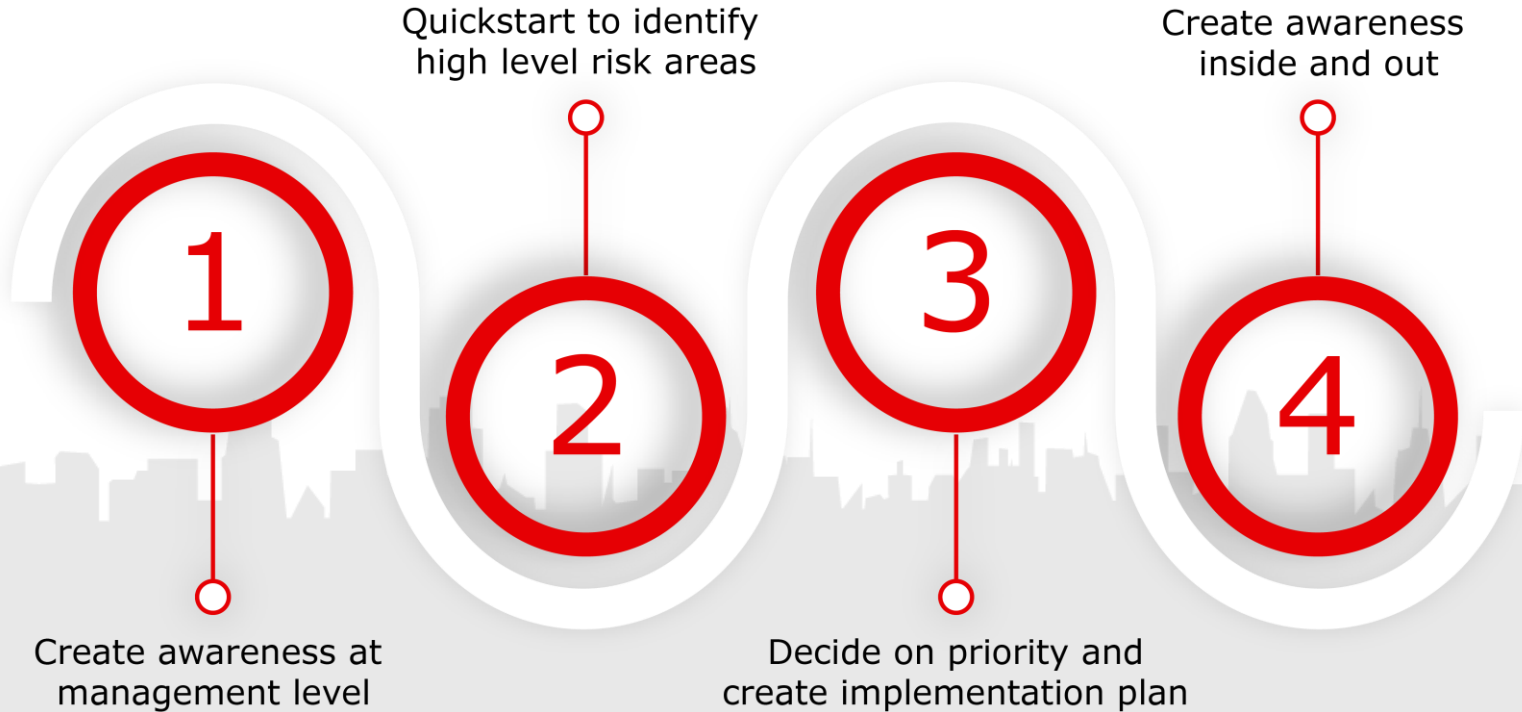
New customer credit check



Detail flow (GDPR related)



Our pragmatic approach



Q&A





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