

# Privacy Rights Council

Advocating GDPR for the USA.

October 21, 2017

Name, Title  
Group  
Address  
City, State Zip

## Free Survey for U.S. Executives doing business in the Europe. Get Your GDPR Score in minutes, with links to solution providers.

### Do You have:

- Website visitors from the EU?
- E-mail marketing programs with e-mails to EU citizens?
- Meetings or conventions that have international participants? Clients from the EU?

The new European General Data Protection Regulation (GDPR) has **extraterritorial force** – meaning you don't have to be there to have it affect you – **GDPR will impact almost every US Company and Association. May 25, 2018 is the deadline for compliance. Fines can be up to €20 million or 4% of global annual turnover**

These 4 American companies paid €1,620 Billion in EU Fines: Apple, Intel, Microsoft and Facebook.  
Here's a link to that CNBC story: [www.EUFines.com](http://www.EUFines.com) . Could you be next?

If you have information on EU residents they have new rights – to name just three:

- 1) Valid consent must be explicit for data collected and the purpose data is used for.
- 2) Response and notice 72 hours after having become aware of a data breach.
- 3) Right of review of all data you have on them with right of erasure.

Under the new European General Data Protection Regulations (GDPR), if your company mishandles EU resident data—even inadvertently—the EU can come after you. Here's the carrot and stick part:

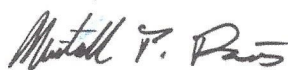
- The Carrot part: It you do take action and comply, you'll get a clear advantage over those who don't.
- The Stick part: You know social media is unforgiving – can your risk privacy complaints?

Take action today to chart your GDPR knowledge and build a path to success — **this is free!!!!!!**

- 1) Answer 15 questions in a 10 minute on-line quiz at [www.GDPRQuiz.com](http://www.GDPRQuiz.com)
- 2) Survey results will be instantly shown. We'll give you a GDPR Score, and report you can share.
- 3) Include with the score report actions you can take to improve your score, and links to qualified lawyers and consultants who offer GDPR implementation.
- 4) A share link to the on-line test so you:
  - a) Can have your staff take it – you'll be able to test company wide and internally educate.
  - b) Use a re-test as a way to demonstrate your competence on the subject.

**Take action today! This is free! See and take the quiz free at [www.GDPRQuiz.com](http://www.GDPRQuiz.com)**

Sincerely,



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