

GDPR

General Data Protection Regulation



Privacy Legislation: Everything You Need to Know about GDPR and More

Employee Well-Being and Strategic Surveys
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The Presenter



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KEEP
CALM
I AM NOT
YOUR
LAWYER

The following content is an overview based upon my experience with surveys.

I am not a lawyer and this is not legal advice.

Please consult your internal legal experts.

GDPR is...

The General Data Protection Regulation:

- To strengthen and unify privacy laws for EU citizens, including export of data from the EU to other countries
- Provides the individual much greater control over and access to their data



BIG DATA



- Most personal data is consumer data
- Some is employment related data
- Little of it is survey data

GDPR wasn't designed for employee surveys, but by definitional criteria, applies.

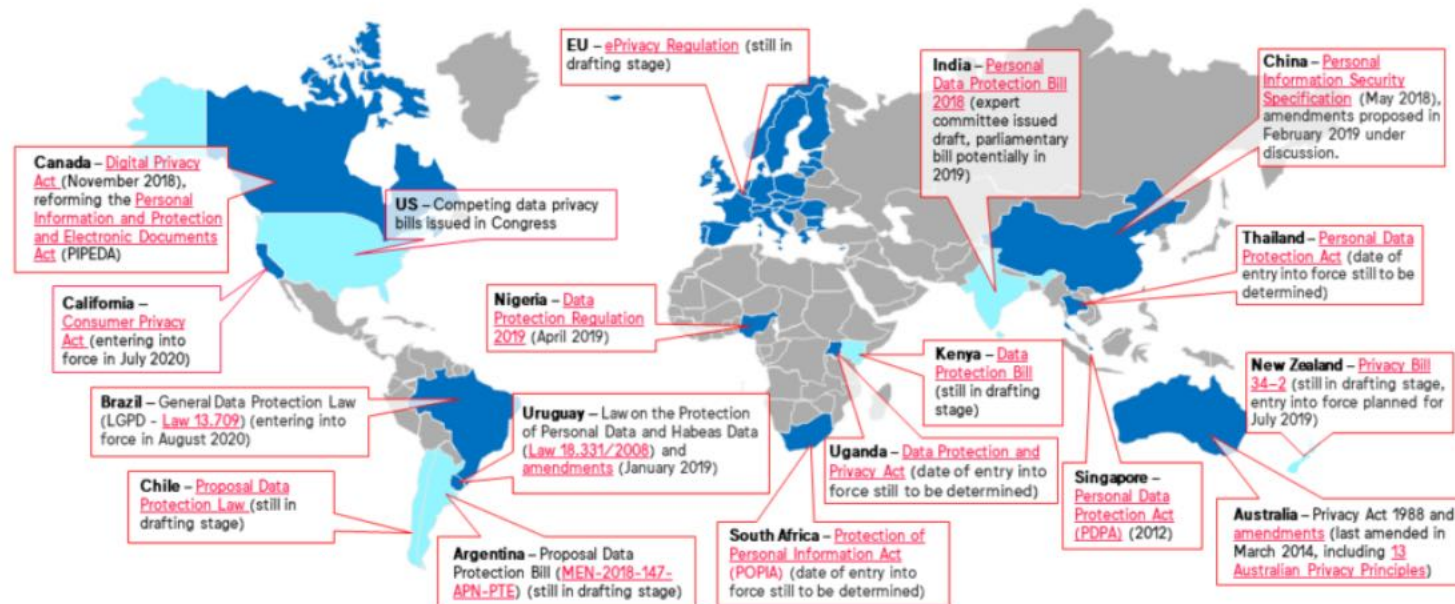
Survey Implications

- ❑ Limit use of sensitive personal data
- ❑ Respondent's informed consent
- ❑ Respondent's control over data

Under Conditions

- ❑ Population falls under GDPR or similar regulations (see map)
- ❑ Survey is identified
- ❑ Data is identified at individual level

WFA GLOBAL PRIVACY MAP



Best Practices

	Before Survey Launch	During Survey Admin	Following Survey Close
GDPR Concern	Collection and storage of identifiable data only when needed	Employee understands what data is collected , how it will be used, and what rights they have to control the data	Control over personal data/responses
Compliant Practices	<ul style="list-style-type: none"> • Only collect the data you need • Store data for a defined period of time • Ensure data is stored in appropriate locations 	<ul style="list-style-type: none"> • Informed consent – including an active accept • Transparent communications – data privacy, survey purpose 	<ul style="list-style-type: none"> • Right to be forgotten • Access to data records • Limit access to raw/identified data

Illustrative set of suggested practices

What We Typically See

- Privacy statement: Legal gets involved, a lot
- Informed consent: Legal gets involved, a lot
- Right to request/edit personal data: Handful of curious requests
- Right to copy of responses: Handful of curious requests
- Right to be forgotten: Few, if any instances



Typically, employees are curious. Rarely are there requests that substantively impact survey work flows and reporting systems.

- Request to see/edit personal data
- Request a copy of responses
- Request to be forgotten
 - Before reports are distributed
 - After reports have been distributed



Honor employee requests for information quickly. Respond to requests to be forgotten to the extent it can be done without risking confidentiality of others.

Non Traditional Applications

- Non Traditional Surveys
- Integration of Listening Programs
- Employee Research



Honor goals of transparency and individual control.

Level of Involvement

- **Controller:** An individual or organization that determines “the purposes and means of processing the personal data.”
- **Processor:** An individual or organization that processes the data on behalf of the controller.
- **Critical Difference:** The GDPR treats the controller as the principal party. Your organizations are the controllers, and your vendors the processors. As controllers, you are responsible for ensuring compliance, which includes fielding any requests from individuals to delete their data.

You are responsible for ensuring that you, and your vendor are compliant.

The Future of Privacy

- Considering implementing enhanced privacy awareness as “best practice” – whether or not employees are in the EU
- Countries not covered by GDPR will continue to enact similar legislation
- Interpretation questions become more nuanced
- Ongoing discussion of the balance between privacy ethics, transparency, practicality, and burden on the business



For More

- Meditation app Calm provides what it calls “bedtime stories for grown-ups” (an eclectic mix of lullabies, fairy tales, and short stories in audiobook form).
- But it’s now added [highlights from the GDPR legislation](#) to its roster, narrated aloud by former BBC radio announcer Peter Jefferson, who is famous in the UK for his readings of the [Shipping Forecast](#) — a nightly maritime weather report that’s cherished by non-maritime listeners for its repetitive and ritual qualities.





Employee Well-Being and Business Resilience Survey

- Free Pulse survey to connect organizations and employees during these challenging times
- Available in 13 languages
- Helps leadership understand what specific challenges their employees are facing, whether they have what they need to work effectively while operating remotely, and if critical messages are getting through.
- This survey, which will always be free, will be updated and adapted to take the pulse of your employees as this global pandemic and quarantine evolves.



Connecting Employees and Organizations

At OrgVitality, we are experts in designing projects that are linked to **strategy**, generate useful **insight**, and drive positive **action**. Now, more than ever, organizations need to listen to and learn from their employees.

We can help.



Surveys

- Strategic Employee Surveys
- Pulse/Continuous Listening
- Lifecycle
- 180 and 360 assessments
- Internal Customer Experience

AI-Driven Action Tools

- Action Prioritization
- Nudges
- Comment Analysis

