

# How Eventsforce Can Help with **GDPR Compliance**

**FREE  
eBook**

Event Planner's  
Guide to GDPR  
Compliance

One of Europe's biggest shake ups in data protection and privacy laws is coming into effect next year and event planners need to be prepared. The new General Data Protection Regulation (GDPR) will provide a completely new framework to the way we collect, process and protect the personal data of people in the European Union (EU).

With non-compliance fines of up to €20 million or 4% of global annual turnover, this is the ultimate game-changer. Concerned about issues like consent, breach notification, access, and the right to be forgotten? Worried about data portability and privacy by design? Don't be. With Eventsforce you'll be fully covered and fully compliant. Here's how.

# How Eventsforce Can Help with GDPR Compliance

Eventsforce offers a comprehensive set of event management solutions, services and expertise that can help support the event planner's journey to GDPR readiness:

# 1

## **Eventsforce is bound by the same legislation as EU customers:**

Eventsforce is a UK-based company and is therefore legally obligated to meet the requirements of GDPR. Our product development, support and account management teams are all driven by the new legislation and are committed to helping clients meet the new requirements.

# 2

## **Eventsforce servers are all in the EU:**

All Eventsforce client data is stored and backed up on servers located at Rackspace in their ISO 27001:2013-certified UK datacentre. This eliminates the need for complex contractual agreements that cover cross-border data transfers outside the EU.

# 3

## **Eventsforce development and support services are in the UK:**

All our software development is done in the UK and our main support team is based in our London offices. Additional support services in Australia and the US have the necessary data processing contracts in place that meet GDPR regulations.

# 4

## **Eventsforce software has a transparent audit trail:**

Our event management solutions audit any single change made to the data we hold on people. Event planners can rely on transparent, audited, recorded opt-ins within registration forms, including details on date, time and IP address. Changes can also be automatically recorded in other systems (CRM, membership etc) through our open API.

# 5

## **Eventsforce can help with data erasure:**

We can help our clients delete any personal data on our systems, quickly and at no cost. We are also committed to having a fully automated 'erasure' process in place before the May 2018 deadline.

# 6

## **Eventsforce has separate databases for each client:**

Most SaaS products are 'multi-tenant' where many customers share space on servers that may be located all over the world. Eventsforce has a unique database management structure that allocates each client with a dedicated database on a shared server. This ensures strict segregation of client data (for better security) and allows to delete data easily (without impacting other clients).

# 7

## **Eventsforce is committed to data security:**

As an EU company with headquarters in the UK, we are intimately familiar with EU data protection regulations, GDPR and the data security practices that this legislation demands. Security comes first in our product development and technical support - both of which are in-house to ensure absolute control.

## **Want to know more?**

If you want to discuss any aspect of GDPR, and how it will affect your events, we're always happy to talk.

Please call +44 (0)20-7785-7040 or email [gdpr@eventsforce.com](mailto:gdpr@eventsforce.com)