

# Protect your privacy: This is how you enforce your rights

You can exercise your rights with little effort. Plus, you have strong allies on your side.

## Enforcing your rights is easy:

- ♥ An informal letter or e-mail is sufficient.
- ♥ In case of a violation, you can file a complaint with a data protection authority free of charge.
- ♥ Consumer associations can support you with your complaints.

Tip: Contact the data protection authority closest to you. If it is not responsible for your complaint, it will be forwarded to the appropriate authority.

On the website **DeineDatenDeineRechte.de**, you'll find sample letters to help you enforce your rights. The website also offers background information, short videos and an online game about the new data protection rules (information is only in German).



DeineDatenDeineRechte.de

## Responsible for the content of the flyer according to § 55 Paragraph 2 RStV

Digitale Gesellschaft e. V.  
Singerstraße 109  
10179 Berlin  
+49 (0)30 97894230  
info@deinedatendeinerechte.de

## Authorized board of directors

Benjamin Bergemann  
Volker Grassmuck  
Rüdiger Weis

Digitale Gesellschaft e. V. is listed with file number VR 30591 B at local court Berlin-Charlottenburg and is recognized as a nonprofit organization by the tax office.

## Project managers

Julian Jaursch  
Volker Tripp

## Flyer design

kursiv Kommunikationsdesign

## Illustration

Motion Ensemble

A project by



Gefördert durch:



aufgrund eines Beschlusses  
des Deutschen Bundestages

## Disclaimer

The information in this flyer has been compiled to the best of our knowledge. Nevertheless, the General Data Protection Regulation holds a number of legal loopholes. The necessary legal certainty will probably only be ascertained via legal rulings from national courts or the European Court of Justice. Therefore, this flyer and the content provided do not claim to be legally binding, up-to-date and exhaustive.

Last updated: April 2018

# Update for your freedom: The General Data Protection Regulation

A short overview for consumers  
about the new EU data protection law



DEINE DATEN  
DEINE RECHTE

# Update for your freedom: The General Data Protection Regulation

The General Data Protection Regulation updates European data protection rules. These rules are valid throughout the entire EU and ensure that companies use your data in a fair manner. Because if your data protection rights are neglected, then this might infringe on your personal freedoms. In the worst case, it can even lead to manipulation and discrimination.

Therefore, data protection can help you in your everyday life to protect yourself and your freedoms, for example on questions like:

- ♥ Who is permitted to process and pass along my personal data?
- ♥ How can I defend myself against unwanted advertisement?
- ♥ When can I demand that providers delete my personal data?
- ♥ How can I transfer my data from one company to another?

Some important changes for you as a consumer are:

- ♥ Companies have to provide information in clear, plain language if they want to process your data.
- ♥ Your consent to the processing of your personal data becomes more important.
- ♥ All companies making money with your personal data in the EU have to abide by the new rules.



## Case study: The data protection rules in action

The anticaption is growing: You're finally holding the tickets for the upcoming concert in your hands! Soon after the show, you realize that you are receiving more and more marketing mail. You remember giving consent that your data can be used for direct marketing when you bought the tickets. How can you get out of this now?

First, you find out what personal data the company is processing and passing on to others by making a request for information. Then you can file an objection with the provider to using your data for marketing purposes and demand erasure of your data. All it takes to do this is a short e-mail.

If the marketing company doesn't comply with the demands that were made, you can complain to the data protection authority for free. In extreme cases, this might result in high financial penalties for the company.

# From access to erasure: These rights give you more power

With the new data protection rules, you don't have to hide from big companies using your data. They are obligated to inform you in easy-to-understand language when processing your personal data and they need to honor your rights. If they don't comply, they might be sanctioned with high fines.

Among other things, the data protection law allows you to

- ♥ request information from any company whether they use your data and if so, what data is processed;
- ♥ correct or delete your data in certain cases;
- ♥ object to the processing of your data for direct marketing purposes at any time;
- ♥ transmit data from one provider to another, for example when switching your bank or streaming service.

Good to know:  
To exercise your rights, an informal letter to the company will suffice.