

Your Data. Your Rights.: **Online portal for consumers on the new EU data protection rules**

On May 25, 2018, the new EU data protection rules become enforceable. Yet, many consumers still do not know what this reform holds for them. What new rights do they have and how can they enforce them? The project „Deine Daten. Deine Rechte.“ („Your Data. Your Rights.“) provides answers to these and other questions, with an online game, animated videos, texts and sample letters.

The new EU privacy rights bring significant changes for all consumers – be they students using a social network, online shoppers, debtors or insured people. For example, the right of access has been improved and companies are required to use clear and plain language when informing consumers of processing their data. The rules on consent are also strengthened and there are consistent rules in the entire EU regarding the rights to rectification and erasure and the right to object. Infringements of the new rules can be sanctioned with heavy fines of up to four percent of a company's worldwide annual turnover. Furthermore, it is now easier for consumers to file a complaint with data protection authorities, in case they suspect a violation of their rights.

The website DeineDatenDeineRechte.de provides German-language information on these strong privacy rights. Since consumers have a variety of different backgrounds regarding data protection, there is also a variety of ways for them to become educated:

- ♥ **Overview articles** with everyday examples on the new privacy rights
- ♥ **Animated video clips** with practicable advice on the new rules (English subtitles available)
- ♥ **Online educational game** to get to know the basic data protection terminology
- ♥ **Dictionary** with background information and source references
- ♥ **Sample letters and e-mails** enabling a free and easy way to enforce the privacy rights

With this material, the know-your-rights campaign aims to create awareness for the new data protection rules and to empower and encourage people to actually make use of these rights as well.

The German non-profit non-governmental organization „Digitale Gesellschaft e.V.“ (Digital Society), which has advocated for civil rights in the digital world since 2010, developed the online portal with support from the German Federal Ministry of Justice and Consumer Protection.

More material and contact

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