

DeineDatenDeineRechte.de (Your Data. Your Rights.)

The online portal for consumers on the new EU data protection rules

What is „Deine Daten. Deine Rechte.“ and what is it about?

The project „Deine Daten. Deine Rechte.“ informs consumers about their rights under the new EU data protection rules (the General Data Protection Regulation or GDPR for short). It also aims to empower and encourage them to actually make use of their privacy rights.

What are these new data protection rules?

Starting May 25, 2018, new and stronger EU privacy rules are enforceable: 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.

Who is „Deine Daten. Deine Rechte.“ important for?

For all consumers – be they students using a social network, online shoppers, debtors or insured people: The new rules apply to all non-private processing of personal data in the EU, even by companies that are not based in the EU.

What does „Deine Daten. Deine Rechte.“ offer?

The online portal offers a variety of ways 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

Who is behind „Deine Daten. Deine Rechte.“?

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.

Where can I find more information and who can I contact with questions?

Press material is available at [DeineDatenDeineRechte.de/Downloads](https://www.deinedaten.de/Downloads). Julian Jaurisch, political advisor at Digitale Gesellschaft e.V., coordinates the project and can be reached at +49-(0)30-97894230 and julian.jaurisch@digitalegesellschaft.de.