

# Three reasons why we need strict data protection regulations

Data is becoming more and more valuable. Also, skills and opportunities for retrieving different types of personal data are evolving extremely fast. Unauthorized, careless or ignorant processing of personal data can cause great harm to persons and to companies.

Firstly, the purpose of personal data protection isn't to just protect person's data, but to protect the fundamental rights and freedoms of persons that are related to that data. Whilst protecting personal data it is possible to ensure that persons' rights and freedoms aren't being violated. For example, incorrect processing of personal data, might bring about a situation where a person is overlooked for a job opportunity or, even worse, loses current job.

Secondly, not complying with the personal data protection regulations can lead to even harsher situations, where it's possible to extract all the money from a person's bank account or even cause a life-threatening situation by manipulating health information.

Thirdly, data protection regulations are necessary for ensuring a fair and consumer friendly commerce and provision of services. Personal data protection regulations cause a situation, where, for example, personal data can't be sold freely which means that people have a greater control over who makes them offers and what kind of offers they make.

If personal data is leaked, it can cause companies significant damage to their reputation and also bring along penalties, which is why it's important to comply with the person data protection regulations.

To ensure that personal data is secure, it's important to know what data is being processed, why it's being processed and on what grounds. In addition, it's important to identify which safety and security measures are in use. All of this is possible through a thorough data protection audit, which identifies the data flow and whether the data protection regulations are being followed. The audit can be carried out by answering a set of specific questions that have been prepared for that purpose. The results will give a clear overview of the procedures and possible data leaks, which can then be stopped.

If you need more information regarding data protection, please contact us!



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