



# What Franchisors Need to Know About the GDPR

May 30, 2018

Webinar

Live webcast

The EU General Data Protection Regulation (GDPR), which becomes effective May 25, is the most significant development in data privacy law in the past 20 years. It includes enhanced rights for EU residents and new obligations for franchisors and franchisees that collect, store, use, or transfer personal information of EU residents. Any franchisor or franchisee that offers goods or services to EU residents may be subject to the GDPR. Noncompliance may result in significant financial penalties—as high as 20 million euros or 4 percent of a company's total revenue.

Join Gray Plant Mooty attorneys Michael Cohen and Gaylen Knack for a webinar that will offer a practical approach to GDPR compliance and cover the following topics:

- What is the GDPR and how is it different from the prior EU privacy law?
- Examples of how GDPR requirements may apply to the franchisor.
- When and how to use "legitimate interests" as a lawful basis of processing under the GDPR.
- How to accommodate the cross border transfer of data.
- Practical tips on how to comply with and mitigate risk under the GDPR.