

# Data protection isn't optional. It's the law.

The General Data Protection Regulation (GDPR) is the European standard for data privacy. It applies to every organisation that collects, stores, or processes personal data about people in the EU, regardless of where the organisation itself is based.

For businesses operating in Europe, compliance isn't optional. It's a legal requirement. Non-compliance can result in fines of up to €20 million or 4% of global annual revenue, whichever is higher.

But GDPR isn't just about avoiding penalties. It's about building trust that makes customer relationships last. When people know their data is safe with you, they're more likely to share it, and more likely to stay.

For decades, SuperOffice has been helping European businesses build trusted customer relationships. We understand the regulatory landscape, the local expectations, and what compliance looks like in practice, not just on paper.

**€20M**

Maximum fine for non-compliance (or 4% of global ARR, whichever is higher)

**2018**

The year GDPR came into force across the European Union

**363**

Data breaches reported to EU regulators every single day

## What GDPR expects from your business

● **Know your data**

Map every type of personal data you collect and document why you have it.

● **Protect it properly**

Put security measures in place and limit access to those who need it.

● **Have a legal basis**

Be able to explain the lawful reason behind every data point.

● **Respect rights**

Respond to access requests, deletions, and objections within set timeframes.

# Know your risk. Know your data. Take control.

- ✓ Meet your legal obligations under GDPR and avoid significant fines.
- ✓ Build customer trust. People share more when they feel safe.
- ✓ Get audit-ready with a complete, documented data map.

## 13 questions to take control of your data

A practical way to understand what data you hold and why.

### What you collect

- 1 What personal data are you collecting?**  
Names, email addresses, phone numbers, date of birth, personal ID numbers. List everything that can identify a person.
- 2 Why are you collecting it?**  
You need a clear reason for every data point, for example date of birth. If you can't explain why you need it, you probably shouldn't have it.
- 3 What gives you the legal right to collect it?**  
You need a lawful reason for every data point. Consent, contract, and legitimate interest are the most common. Pick the one that applies.
- 4 Where does the data come from?**  
Web forms, business cards, system integrations, or direct contact? Know your sources.
- 5 Does any of the data need extra protection?**  
Is it sensitive? Salary, health data, and personal ID numbers need extra protection.

### How you store it

- 6 How long will you keep it?**  
Don't keep data longer than you need it. Set a clear timeframe for each type.
- 7 Who can access it?**  
Only the people who genuinely need it. List the roles, payroll, HR, sales, and make sure access is limited accordingly.



**8****Is it being transferred outside the EU?**

Personal data should stay in the EU where possible. If it leaves, document where it goes and why.

**9****Which system stores it?**

CRM, payroll system, HR platform? Note each one and flag if it's cloud-based.

## Consent and sharing

**10****Do you have clear consent?**

Did the person actively agree to share their data with you? This matters most for people you don't have an active customer relationship with.

**11****Has the person been informed?**

Do they know you have their data? This is usually covered in your contract, onboarding, or privacy statement.

**12****Is it shared with third parties?**

If you share data with others, be clear about who and why. Make sure it's stated in your privacy statement.

## Security

**13****How is it protected?**

What security measures do you have in place? This is especially important when handling sensitive data.

# Get GDPR-ready today

Once you've completed the checklist, you'll know exactly what data you hold and what you actually need to keep.

From here, put security measures in place and build routines for accessing, updating, and deleting data over time. SuperOffice CRM makes every step easier.

Simplify GDPR compliance



*This checklist is for information purposes only. For advice specific to your situation, talk to a qualified legal professional.*