

Data Strategy Forum

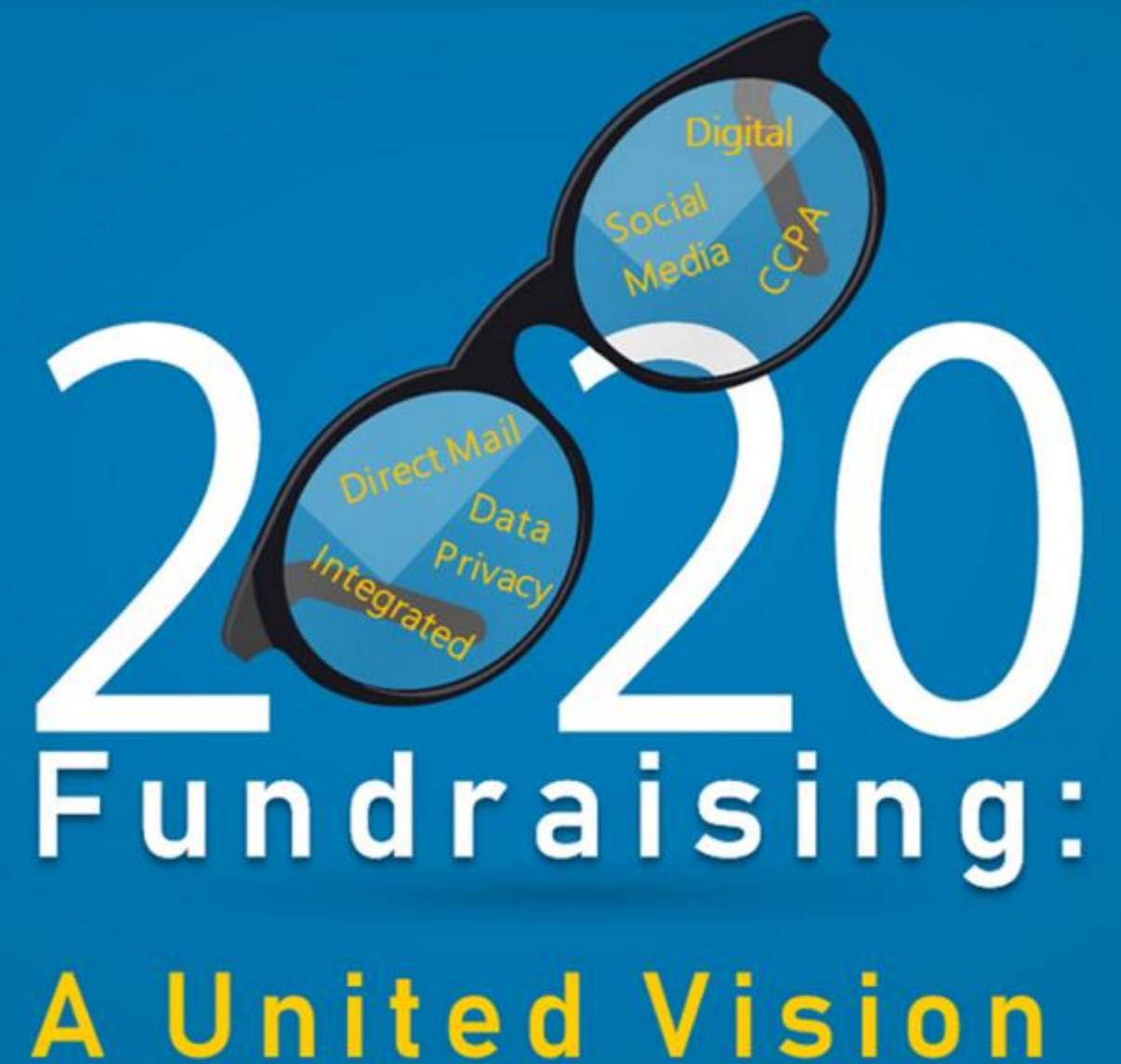


Privacy Update: What Fundraisers Need to Know



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- Regulation in European Union (EU) law on data protection and privacy for all individual citizens of the European Union
- Effective May 25, 2018
- Emphasis on legal basis and purposes for processing data
- Opt-in
- Right of deletion

“The most important change in data privacy regulation in 20 years.”



- Written in < 2 weeks, signed into law in June 2018
- Effective January 1, 2020
- At point of collection, inform what is being collected and why it is necessary
- Opt-out

Data that *identifies, relates to, describes, is capable of being associated with, or could be linked, directly or indirectly, with a particular consumer or household*

Data intelligence will be a patchwork quilt of US data regulation.

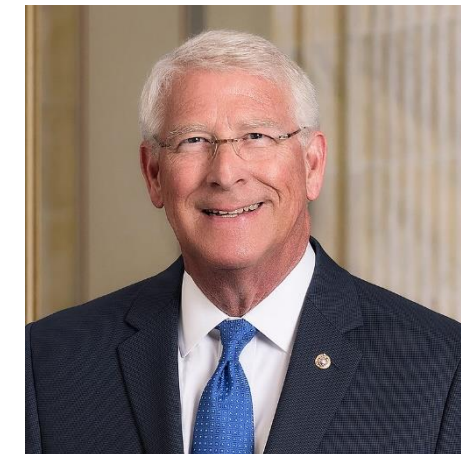
What does that mean for your programs?



A Better Alternative

A robust, transparent,
bipartisan federal privacy law

Senator Maria Cantwell (D-WA)



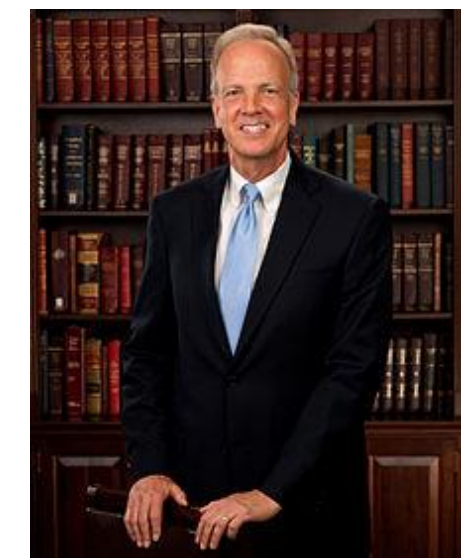
Senator Roger Wicker (R-MS)

Senator Richard Blumenthal (D-CT)



Senator John Thune (R-SD)

Senator Brian Schatz (D-HI)



Senator Jerry Moran (R-KS)





WE WANT YOU!

Key takeaways:

Data regulation is real. *The train has left the station.*

Preparation is in your hands.

You have a voice with the Senate.

No time like the present.

Questions?

THANK YOU!

**Mark Micali,
Vice President, Government Affairs,
The Nonprofit Alliance**