

# MY DATA, MY RIGHT!

## WHY SHOULD I CARE ABOUT DATA PROTECTION?

Data protection gives you more control over your personal data, including the right to access your own personal data, to know what your data is used for, to ensure that your data is accurate and up-to-date, to stop direct marketing, and more.



### 1 Can I request my own personal data?

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Organizations, businesses and public authorities that process your personal data have to tell you what data they hold, the purposes for processing, the source of the data, and more upon demand and within 30 days. A Subject Access Request must be made in writing, and you may have to prove your identity.

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### 2 What can I ask for?



You can ask for a description and copy of your personal data, the purposes for processing, the sources and recipients of the data, whether the data is transferred internationally, and how the data is protected.

You can also exercise your data protection rights, for instance by asking that direct marketing cease, or that your data is corrected.



### 3 Can I ask that my personal data stops being used?

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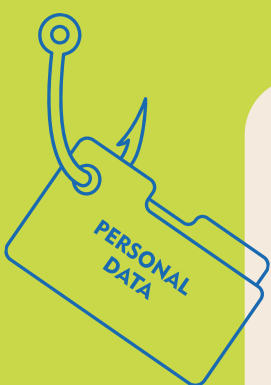
Yes, you are entitled to demand that your data stops being processed for a particular purpose or in a specific manner. However, there are certain exceptions, e.g. use of your data for contractual or law enforcement purposes.

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### 4 How can I stop receiving direct marketing messages?



You should first inform the business, organization or public authority that has contacted you that you wish them to stop sending you direct marketing messages. If all else fails, you can file a complaint with the Office of the Ombudsman and we will look into it.



### 5 Do I have to report a data breach?

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If you are a business, organization or public authority that has suffered a data breach involving personal data you must inform the affected individuals as well as the Office of the Ombudsman within 5 days. You have to specify certain information such as the nature of the breach, its consequences, what measures you have taken, and more.