GDPR Compliance: Implementation Use Cases for User Data Privacy in News Media Industry

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Introduction

General data privacy regulation (GDPR) is a European Union general data protection regulation subjected to protect personal data of the citizens in the EU.

Our paper presents implementation use cases towards the consequences of maintaining user data privacy after the adoption of GDPR; specifically in the news media industry.
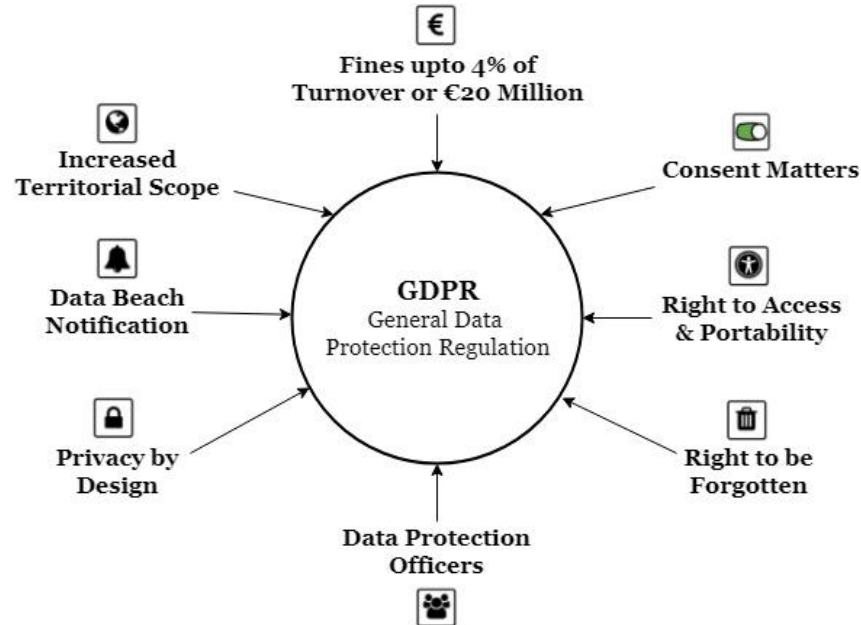
Why GDPR?

1 GDPR restricts the use of user personal data by media or service industry.

2 Developers should follow new data usage policies so that a system preserves users data privacy rights (J. Seo, 2017).

3 Prevents user data misuse without the consent of European Union citizens (I. N. Shu, 2017).

4 All companies had to change their user data access policies across the world to follow GDPR compliance.

Personal Data Categories (G. D. P. R, 2016)

01 | Name
02 | Address
03 | Phone number, email / IP address
04 | Transaction history
05 | Traveling habits

06 | Ethnic origin
07 | Political opinions
08 | Religious or philosophical beliefs
09 | Physical or mental health
10 | Genetic and biometric data

General Overview of GDPR

Objective

Identify and present system design and implementation use cases for news media industry that is compliant with GDPR

Proposed Implementation Approaches

01 | Appoint a data protection officer

02 | Stick to a code of conduct

03 | Acquire consent for data

04 | Facilitate user consent

05 | Provide set of policies to end users

06 | Provide a privacy Dashboard

07 | Categorize sources of personal data

08 | Protect data subject right to erasure

09 | Establish anonymized processes

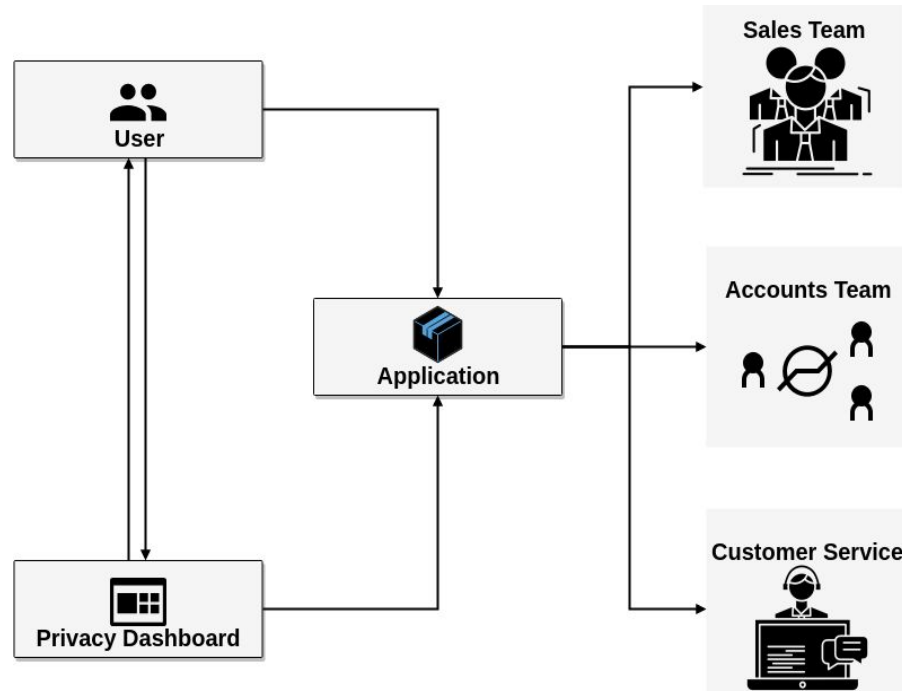10 | Access restriction to processes

User Consent Centric Privacy by Design

News media industries partake various user information by selling subscriptions.

How they are managing these data and using further for advertisement or analytics purpose?

GDPR Compliance Approach:
Provide a privacy by design solution that comes with options for users to manage their private data (G. D'Acquisto, 2015).
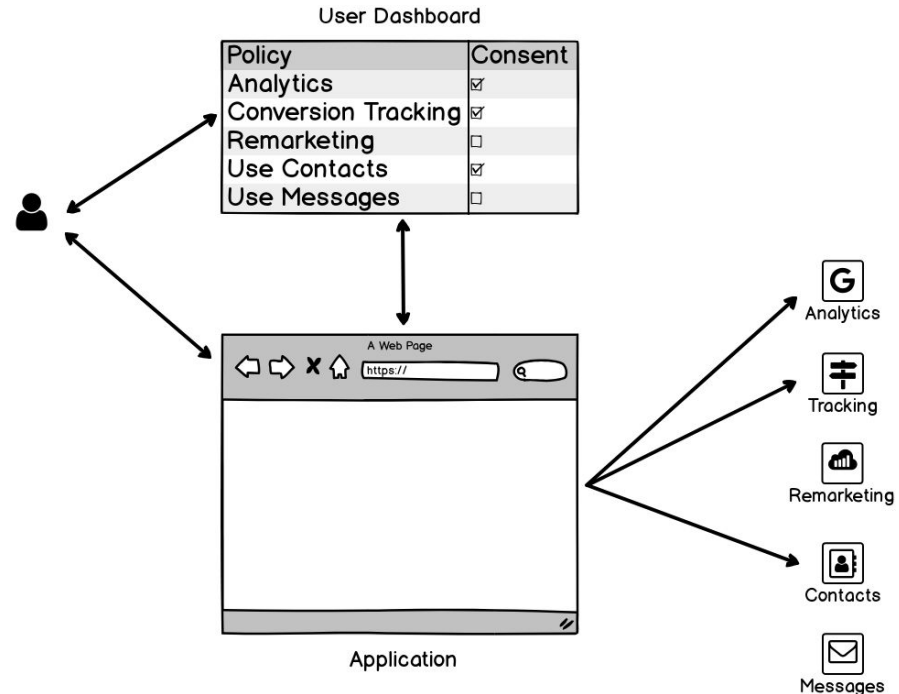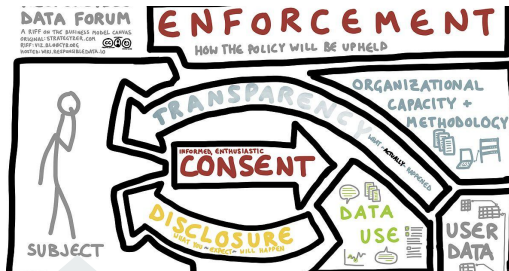
Dashboard for Subscribers

Initiation of a user dashboard to manage private data access (R. Ducato, 2016).

Users can read the policies and therefore assign the data access rights through their consents (A. Rossi, 2017).

Users must have the opportunity to hold their right to give and at the same time to withheld their consent.
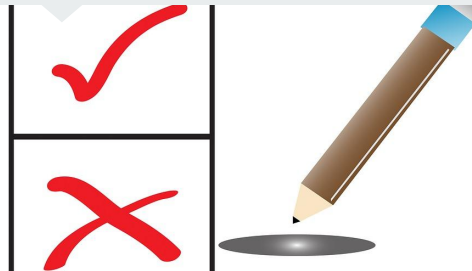
Process

Users Give Consents

Without achieving the consents, the user data is not being used anywhere .

Add User Policies

Data protection officers add user policies and consents to GDPR dashboard.

Use Data Accordingly

Dashboard restricts the use of user private data according to user choices.
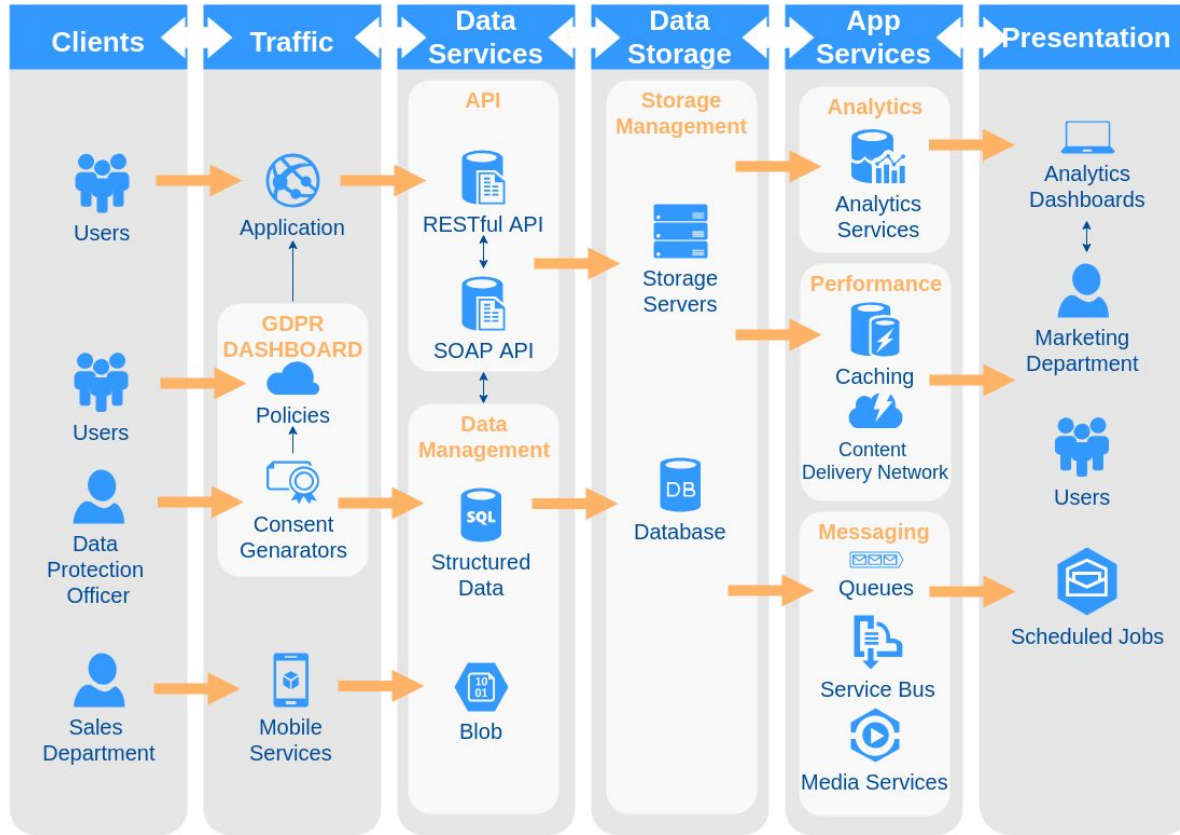
System Design and Development

Figure: System Architecture presenting design issues and processes
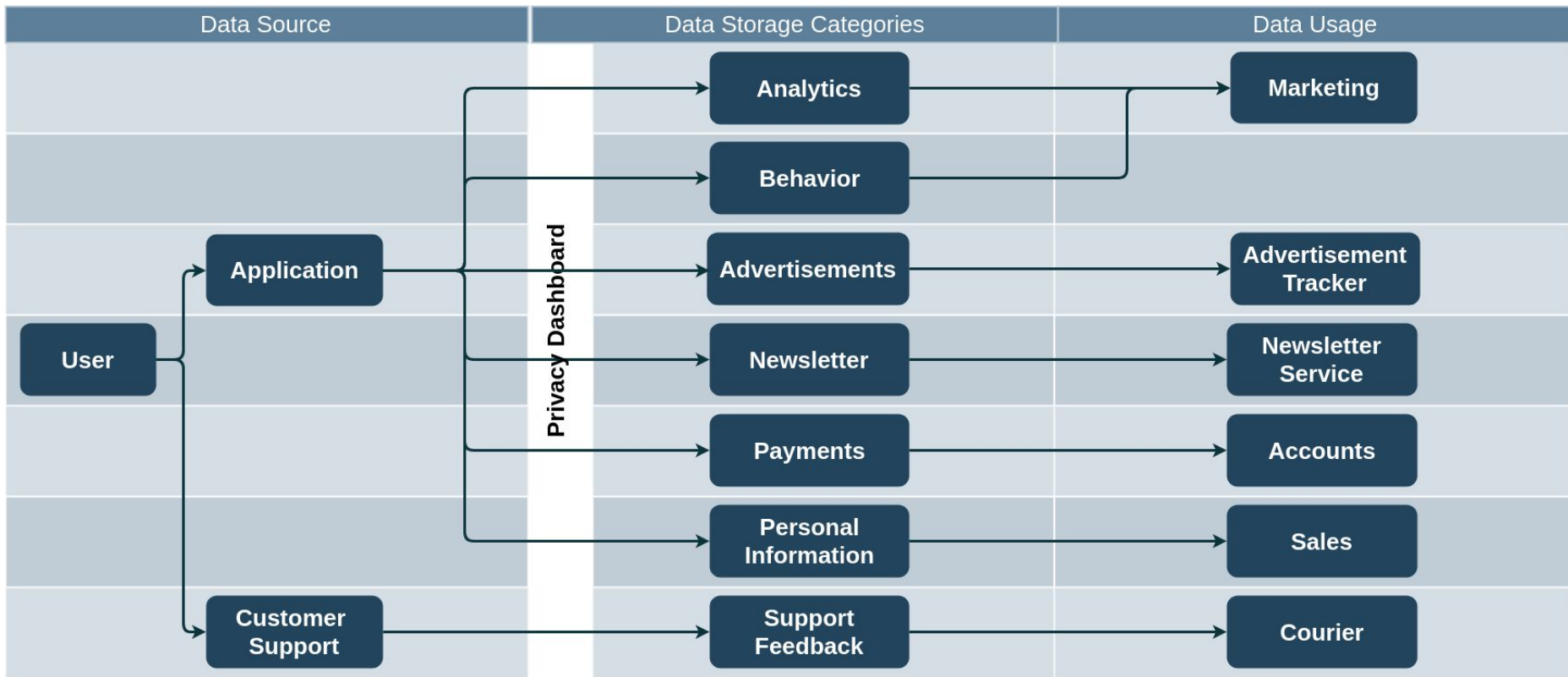
Figure: Introduced Privacy in Dataflow

Sample User Dashboard

User dashboard contains the data usability policies and related options to users requesting for their permission in re-usability of user created contents.

01 | Systems and data auditing

02 | Work-flows and data processing

03 | Policy and privacy configurations

04 | User consent preference

05 | User subscription management

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Use my browsing data to enable personalized advertisement experience   OFF
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Send my data to analytics service   OFF
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Improve the functionalities based on my behavior   ON
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Provide user level logs to improve application usability   ON
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Thank you.